



U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

Monthly Retail Trade

Sales and Inventories

December 1995

BR/95-12
Issued March 1996

INTENTION TO REVISE ESTIMATES. —The unadjusted and adjusted monthly retail sales and inventories estimates will be revised based on the results of the 1994 Annual Retail Trade Survey. Revised estimates for January 1993 through February 1996 are scheduled for release the week of March 25, 1996. Estimates shown in this report do not reflect this revision.

Sales. Total sales for all retail stores in the United States during December 1995 were an estimated \$199.7 billion. These estimates were adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. The month-to-month percentage change from November 1995 sales was an estimated +0.6 (± 0.4) percent, while the year-to-year change from December 1994 was an estimated +4.1 (± 0.6) percent.

Excluding the automotive group, the December sales were +0.3 (± 0.2) percent when compared to the November 1995 sales, while the change from December 1994 was +3.3 (± 0.4) percent.

The year-to-year changes for the major kinds of business ranged from the automotive group stores, which were +6.9 (± 2.5) percent, to the apparel group stores, which were -0.2 (± 1.2) percent.

The year-to-year change for sales in the East North Central Division was +4.4 (± 1.3) percent, while the change in sales for the New England Division was -1.8 (± 2.7) percent.

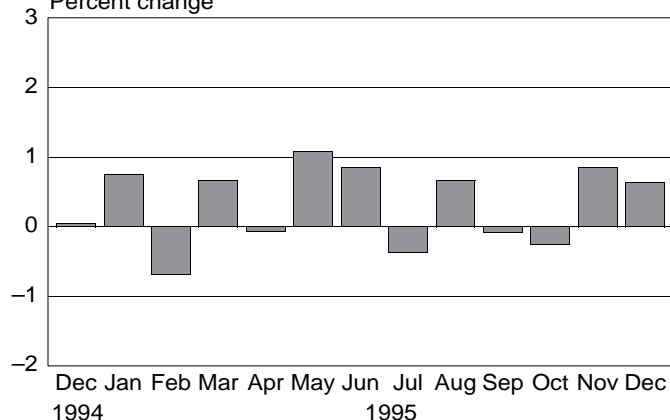
Total sales for all retail stores during 1995 were estimated to be \$2.3 trillion, about 5.0 percent above the 1994 level.

Inventories. After adjustment for seasonal variations but not for price changes, total retail inventories in stores and warehouses servicing retail establishments were an estimated \$ 304.1 billion at the end of December. The month-to-month percentage change from November inventories was an estimated -1.1 (± 0.4) percent and was an estimated 4.6 (± 0.8) percent above December 1994.

For durable goods stores the percentage change from November was -1.4 (± 0.5) percent, while the change from December 1994 was +7.1 (± 1.6) percent. For nondurable goods stores, the month-to-month change from November was -0.9 (± 0.3) percent, while the year-to-year change from December 1994 was +2.0 (± 0.7) percent.

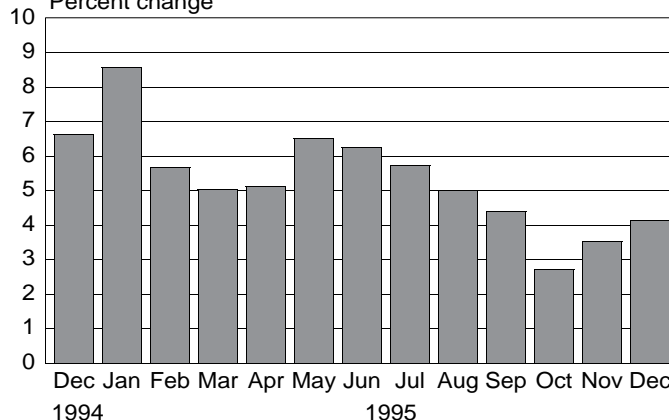
The total inventories/sales ratio for December based on seasonally adjusted data was 1.52, virtually unchanged from December a year ago.

Figure 1.
Retail Sales
Month-to-Month Percent Change*
Percent change



* (DATA ADJUSTED for seasonal, holiday, and trading-day differences, but not adjusted for price changes)

Figure 2.
Retail Sales
Year-to-Year Percent Change*
Percent change



Data are based on a sample and are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B.

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Figure 3.
Estimated Monthly Retail Sales:
January 1985 - December 1995

— Unadjusted
— Adjusted for seasonal, holiday,
and trading-day differences, but
not for price changes

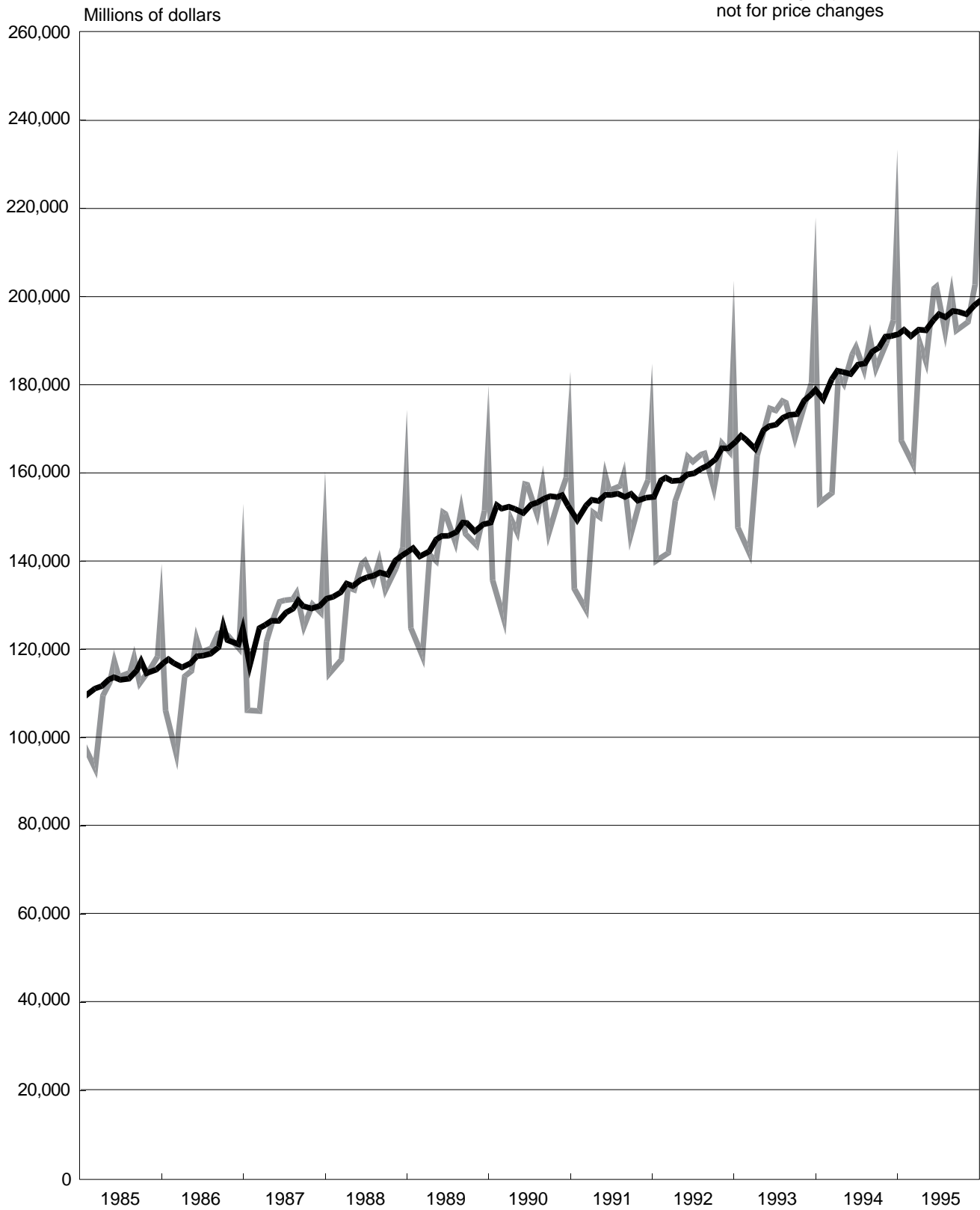


Table 1. Estimated Monthly Retail Sales by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1995												Total
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	
	Unadjusted													
	Retail sales, total	167,495	164,410	192,870	188,246	202,151	203,432	195,558	204,830	193,481	194,610	202,758	238,079	2,347,920
	Total (excl. automotive group)	128,005	123,885	142,182	141,156	150,191	149,276	146,355	152,383	145,415	147,106	157,878	195,083	1,778,915
	Durable goods, total	64,892	64,937	79,121	75,576	83,972	86,048	79,647	84,863	78,746	78,196	78,101	86,869	940,968
52	Building materials group stores	8,011	7,774	9,982	10,604	12,308	11,867	10,954	11,299	10,801	11,024	10,183	9,543	124,350
521,3,5	Building materials, supply stores,													
	hardware	7,266	7,017	8,755	9,074	10,338	10,304	9,695	9,859	9,481	9,800	9,042	8,391	109,022
521,3	Building materials, supply stores . . .	6,390	6,172	7,700	7,926	9,009	8,979	8,479	8,690	8,340	8,667	7,854	7,147	95,353
525	Hardware stores	876	845	1,055	1,148	1,329	1,325	1,216	1,169	1,141	1,133	1,188	1,244	13,669
55 ex	Automotive dealers	39,490	40,525	50,688	47,090	51,960	54,156	49,203	52,447	48,066	47,504	44,880	42,996	569,005
551,2,5	Motor vehicle and miscellaneous													
6,7,9	automobile dealers	37,053	38,189	47,819	44,270	48,971	51,089	46,200	49,292	45,095	44,456	41,900	40,249	534,583
551,2	Motor vehicle dealers	35,433	36,205	44,636	41,111	45,476	47,247	43,020	46,013	42,163	41,851	40,054	38,082	501,291
551	Motor vehicle dealers, new & used . . .	32,742	33,380	41,340	38,105	42,280	43,925	39,507	42,551	38,932	38,777	37,135	35,640	464,314
553	Auto & home supply stores	2,437	2,336	2,869	2,820	2,989	3,067	3,003	3,155	2,971	3,048	2,980	2,747	34,422
57	Furniture group stores	9,723	9,033	10,144	9,422	10,160	10,359	10,258	11,030	10,767	10,867	12,473	15,883	130,119
571	Furniture & home furn. stores	4,644	4,388	5,002	4,806	5,173	5,194	5,211	5,486	5,422	5,457	6,113	6,482	63,378
5712	Furniture stores	2,898	2,713	3,075	2,864	3,069	3,103	3,090	3,232	3,224	3,206	3,463	3,572	37,509
5713	Floor covering stores	839	825	935	914	965	992	936	995	1,009	990	1,027	995	11,422
5722,31,34	Household appliance, radio, TV and													
	computer stores	4,244	3,874	4,305	3,846	4,205	4,341	4,231	4,613	4,455	4,565	5,339	7,586	55,604
5722	Household appliance stores	757	669	790	713	804	864	898	867	767	764	848	968	9,709
5731,34	Radio, TV and computer stores	3,487	3,205	3,515	3,133	3,401	3,477	3,333	3,746	3,688	3,801	4,491	6,618	45,895
5941	Sporting goods stores and bicycle shops .	1,266	1,294	1,660	1,671	1,714	1,828	1,787	1,939	1,655	1,480	1,643	2,955	20,892
5942	Book stores	1,185	636	611	601	684	700	675	1,075	947	640	729	1,225	9,708
5944	Jewelry stores	869	1,161	1,080	1,145	1,525	1,323	1,200	1,328	1,264	1,309	1,784	4,251	18,239
	Nondurable goods, total	102,603	99,473	113,749	112,670	118,179	117,384	115,911	119,967	114,735	116,414	124,657	151,210	1,406,952
53	General merchandise group stores . . .	18,251	18,416	22,282	22,682	23,849	23,871	22,991	24,462	23,001	23,906	29,738	42,645	296,094
531	Dept. stores (excl. leased depts.)	13,792	14,150	17,292	17,588	18,329	18,387	17,778	19,012	17,901	18,565	23,517	33,924	230,235
531	Dept. stores (incl. leased depts.) ¹ . . .	14,013	14,380	17,568	17,878	18,618	18,664	18,030	19,315	18,181	18,841	23,891	34,367	233,746
531 pt.	Conventional department stores													
	(including, leased depts.) ¹	2,877	3,307	4,064	4,046	4,265	4,086	3,788	4,470	4,345	4,317	5,786	9,027	54,378
531 pt.	Discount department stores													
	(including, leased depts.) ¹	8,569	8,606	10,411	10,816	11,275	11,449	11,067	11,468	10,802	11,332	13,857	19,157	138,809
531 pt.	National chain department stores													
	(including, leased depts.) ¹	2,567	2,467	3,093	3,016	3,078	3,129	3,175	3,377	3,034	3,192	4,248	6,183	40,559
533	Variety stores	491	463	545	587	602	599	555	582	569	599	709	1,109	7,410
539	Miscellaneous general merchandise													
	stores	3,968	3,803	4,445	4,507	4,918	4,885	4,658	4,868	4,531	4,742	5,512	7,612	58,449
54	Food group stores	32,509	30,515	33,861	33,296	34,727	34,572	35,068	34,895	33,728	33,494	34,140	37,719	408,524
541	Grocery stores	30,867	28,881	32,084	31,442	32,872	32,728	33,217	33,010	31,903	31,597	32,234	35,217	386,052
542	Meat, fish (seafood) markets	465	443	498	498	493	498	514	529	499	485	524	681	6,127
546	Retail bakeries	483	491	532	539	570	561	556	565	554	600	576	622	6,649
554	Gasoline service stations	11,341	10,815	12,074	11,974	13,126	13,368	13,169	13,320	12,395	12,364	11,849	12,107	147,902
56	Apparel & accessory stores	6,481	6,607	8,504	8,789	8,851	8,737	8,321	9,552	9,125	8,847	10,585	15,173	109,572
561	Mens & boys clothing, furnishings. . . .	835	768	855	920	913	938	813	880	912	952	1,136	1,841	11,763
562,3	Women's clothing specialty stores	2,013	2,121	2,746	2,796	2,938	2,719	2,523	2,721	2,740	2,685	2,997	4,365	33,364
562	Women's ready to wear	1,809	1,903	2,520	2,568	2,673	2,484	2,286	2,444	2,485	2,417	2,676	3,847	30,112
565	Family clothing stores	2,117	2,185	2,798	2,854	2,854	2,955	2,906	3,374	3,219	3,196	4,175	6,099	38,732
566	Shoe stores	1,069	1,076	1,498	1,636	1,587	1,577	1,487	1,837	1,553	1,393	1,578	1,987	18,278
58	Eating and drinking places	17,830	17,478	19,957	20,015	20,855	20,879	21,213	21,570	20,186	20,298	19,256	20,565	240,102
5812	Eating places	16,877	16,537	18,908	18,985	19,807	19,853	20,165	20,512	19,112	19,239	18,214	19,476	227,685
5812 pt.	Restaurants, lunchrooms, cafeterias . . .	9,345	9,208	10,388	10,476	10,959	10,912	11,389	11,575	10,603	10,669	10,215	10,792	126,531
5812 pt.	Refreshment places	7,409	7,210	8,327	8,232	8,546	8,559	8,555	8,681	8,218	8,221	7,760	8,416	98,134
5813	Drinking places (alcoholic bev)	953	941	1,049	1,030	1,048	1,026	1,048	1,058	1,074	1,059	1,042	1,089	12,417
591	Drug & proprietary stores	6,761	6,542	7,050	6,864	7,173	6,927	6,680	6,911	6,728	6,939	7,054	8,845	84,474
592	Liquor stores	1,551	1,499	1,727	1,702	1,813	1,870	1,895	1,869	1,853	1,795	1,885	2,582	22,041
596	Nonstore retailers ²	5,237	4,733	5,724	5,105	5,379	5,146	4,766	5,464	5,722	6,551	7,606	8,234	69,667
5961	Total mail order ³	3,823	3,186	3,968	3,503	3,694	3,482	3,335	3,770	4,027	4,671	5,750	6,501	49,710
598	Fuel oil dealers	1,507	1,538	1,274	919	846	717	652	738	807	932	1,248	1,727	12,905
53,56,	GAF, total⁴	39,844	39,327	46,657	46,737	49,353	49,415	47,801	52,085	49,376	49,949	61,016	89,410	620,970
57,594	Miscellaneous shopping goods stores . .	5,389	5,271	5,727	5,844	6,493	6,448	6,231	7,041	6,483	6,329	8,220	15,709	85,185

See footnotes at end of table.

Table 1. Estimated Monthly Retail Sales by Kinds of Business—Continued

[Data in millions of dollars]

SIC code	Kind of business	1995												Total
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	
	Adjusted⁵													
	Retail sales, total	193,203	191,868	193,153	193,022	195,107	196,774	196,070	197,386	197,221	196,735	198,432	199,694	
	Total (excl. automotive group) . . .	147,168	146,178	146,736	146,964	148,253	148,695	148,500	148,524	149,317	148,559	149,809	150,298	
	Durable goods, total	76,704	76,138	76,978	76,549	77,533	78,835	78,446	79,940	79,103	79,458	80,524	81,108	
52	Building materials group stores	10,401	10,427	10,537	10,278	10,162	10,243	10,284	10,249	10,304	10,452	10,583	10,549	
521.3	Building materials, supply stores	8,089	8,036	8,097	7,871	7,780	7,842	7,858	7,759	7,898	8,025	8,072	8,196	
525	Hardware stores	1,071	1,118	1,134	1,117	1,138	1,172	1,145	1,136	1,133	1,135	1,186	1,164	
55 ex	Automotive dealers	46,035	45,690	46,417	46,058	46,854	48,079	47,570	48,862	47,904	48,176	48,623	49,396	
554	Motor vehicle and miscellaneous automobile dealers	43,185	42,909	43,551	43,232	44,039	45,252	44,724	45,981	45,005	45,225	45,643	46,423	
551,2,5	Auto & home supply stores	2,850	2,781	2,866	2,826	2,815	2,827	2,846	2,881	2,899	2,951	2,980	2,973	
6,7,9	Furniture group stores	10,598	10,527	10,465	10,410	10,606	10,660	10,697	11,026	11,097	11,137	11,294	11,267	
553	Furniture & home furn. stores	5,195	5,126	5,109	5,097	5,142	5,210	5,242	5,290	5,417	5,424	5,512	5,465	
57	Household appliance, radio, TV and computer stores	4,491	4,520	4,489	4,457	4,576	4,536	4,530	4,717	4,714	4,780	4,823	4,857	
571														
5722,31,34														
	Nondurable goods, total	116,499	115,730	116,175	116,473	117,574	117,939	117,624	117,446	118,118	117,277	117,908	118,586	
53	General merchandise group stores . . .	24,504	24,198	24,287	24,493	24,722	25,013	25,038	24,768	24,965	24,590	24,713	24,690	See note 6
531	Dept. stores (excl. leased depts.)	18,945	18,816	18,816	19,014	19,153	19,396	19,472	19,243	19,436	19,139	19,292	19,231	
531	Dept. stores (incl. leased depts.) ¹	19,202	19,134	19,202	19,248	19,418	19,685	19,749	19,623	19,731	19,441	19,648	19,595	
531 pt.	Conventional department stores (including. leased depts.) ¹	4,552	4,524	4,521	4,511	4,542	4,576	4,569	4,529	4,574	4,469	4,520	4,514	
531 pt.	Discount department stores (including. leased depts.) ¹	11,245	11,235	11,341	11,397	11,482	11,659	11,699	11,714	11,805	11,695	11,743	11,746	
531 pt.	National chain department stores (including. leased depts.) ¹	3,405	3,375	3,340	3,340	3,394	3,450	3,481	3,380	3,352	3,277	3,385	3,335	
533	Variety stores	684	604	602	601	616	622	611	598	620	617	615	620	
539	Miscellaneous general merchandise stores	4,875	4,778	4,869	4,878	4,953	4,995	4,955	4,927	4,909	4,834	4,806	4,839	
54	Food group stores	34,215	33,865	33,682	33,861	33,960	33,872	34,005	33,977	34,165	34,345	34,390	34,583	
541	Grocery stores	32,355	32,019	31,861	32,018	32,164	32,055	32,156	32,111	32,258	32,440	32,461	32,639	
554	Gasoline service stations	12,287	12,290	12,435	12,408	12,621	12,744	12,447	12,402	12,297	12,039	11,981	12,205	
56	Apparel & accessory stores	9,140	9,083	9,259	8,912	9,174	9,202	9,072	8,988	9,225	9,019	9,239	9,148	
561	Mens & boys clothing, furnishings. . . .	1,017	1,023	982	953	948	952	953	973	989	982	1,005	984	
562,3	Women's clothing specialty stores	2,819	2,878	2,881	2,810	2,855	2,865	2,785	2,735	2,782	2,718	2,681	2,703	
566	Shoe stores	1,443	1,418	1,600	1,523	1,570	1,577	1,565	1,519	1,498	1,491	1,555	1,493	
58	Eating and drinking places	19,658	19,594	19,759	19,975	20,130	19,980	20,164	20,178	20,206	20,097	20,079	20,201	
591	Drug & proprietary stores	7,006	7,004	6,960	6,990	7,046	7,018	6,987	7,052	7,120	7,117	7,205	7,099	
592	Liquor stores	1,818	1,795	1,833	1,807	1,813	1,833	1,803	1,832	1,868	1,862	1,879	1,876	
5961	Total mail order ³	3,958	3,839	3,925	3,976	4,015	4,145	4,179	4,245	4,266	4,193	4,301	4,425	
53,56, 57,594	GAF, total⁴	51,169	50,592	50,845	50,756	51,552	51,953	51,888	51,894	52,435	51,906	52,585	52,391	

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)⁵Data are adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. (See appendix C.)⁶For yearly total, refer to unadjusted section.^PPreliminary estimates.

Note: U.S. and group totals include kind of business not shown. Measures of sampling variability are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kinds of Business

SIC code	Kind of business	Percent change			SIC code	Kind of business	Percent change		
		Dec. 1995 from		12 mos. 1995 from 12 mos. 1994			Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
		Dec. 1994	Nov. 1995				Dec. 1994	Nov. 1995	
	Unadjusted								
	Retail sales, total	+2.0	+17.4	+5.0	58	Eating and drinking places	+2.6	+6.8	+5.1
	Total (excl. automotive group)	+1.7	+23.6	+4.0	5812	Eating places	+2.7	+6.9	+5.6
	Durable goods, total	+2.9	+11.2	+6.9	5812 pt.	Restaurants, lunchrooms, cafeterias	+4.8	+5.6	+8.2
52	Building materials group stores	-1.4	-6.3	+1.5	5812 pt.	Refreshment places	+3	+8.5	+2.9
521,3,5	Building materials, supply stores, hardware	-.9	-7.2	+1.9	5813	Drinking places (alcoholic bev)0	+4.5	-3.1
521,3	Building materials, supply stores ..	-.9	-9.0	+2.8	591	Drug & proprietary stores	+2.2	+25.4	+3.6
523	Paint, glass, wallpaper stores*	+1.1	-15.0	+2.9	592	Liquor stores	+1.3	+37.0	+1.0
525	Hardware stores	-1.1	+4.7	-3.5	5943	Stationery stores*	+9.7	+14.6	+7.9
55 ex					596	Nonstore retailers ²	+7.8	+8.3	+9.1
554	Automotive dealers	+3.5	-4.2	+8.1	5961	Total mail order ³	+7.3	+13.1	+8.0
551,2,5	Motor vehicle and miscellaneous automobile dealers	+3.5	-3.9	+8.3	598	Fuel oil dealers	+21.5	+38.4	-1.9
6,7,9	Motor vehicle dealers	+3.5	-4.9	+7.6	5992	Florist shops*	-12.8	+44.8	-2.3
551,2	Motor vehicle dealers, (franch.) ..	+3.7	-4.0	+7.0	53,56, 57,594	GAF, total ⁴	+2.0	+46.5	+4.8
553	Auto & home supply stores	+2.8	-7.8	+4.9	594	Miscellaneous shopping goods stores	+5.6	+91.1	+5.8
						Adjusted⁵			
57	Furniture group stores	+4.5	+27.3	+8.8		Retail sales, total	+4.1	+6	
571	Furniture & home furn. stores	+2.3	+6.0	+5.2		Total (excl. automotive group) ..	+3.3	+3	
5712	Furniture stores	-1.0	+3.1	+5.3		Durable goods, total	+5.9	+7	
5713	Floor covering stores	-3.5	-3.1	-2.9	52	Building materials group stores	+1.5	-3	
5722,31,34	Household appliance, radio, TV and computer stores	+7.0	+42.1	+13.7	521,3	Building materials, supply stores	+2.0	+1.5	
5722	Household appliance stores	-7.5	+14.2	+2.2	525	Hardware stores	+2.0	-1.9	
5731,34	Radio, TV and computer stores	+9.5	+47.4	+16.5	55 ex				
5735,6	Music stores*	+2.7	+77.8	+6.1	554	Automotive dealers	+6.9	+1.6	
5941	Sporting goods stores and bicycle shops	+10.3	+79.9	+8.6	551,2,5	Motor vehicle and miscellaneous automobile dealers	+7.0	+1.7	
5942	Book stores	-5.0	+68.0	+1.6	6,7,9	Auto & home supply stores	+6.0	-2	
5944	Jewelry stores	+8.1	+138.3	+7.9	553				
5946	Camera,photographic supply stores* ..	+2.5	+72.0	+4.0	57	Furniture group stores	+6.2	-2	
5999 pt.	Optical goods stores*	-7.4	+2.2	+4.6	571	Furniture & home furn. stores	+4.6	-9	
	Nondurable goods, total	+1.5	+21.3	+3.7	5722,31,34	Household appliance, radio, TV and computer stores	+8.9	+7	
						Nondurable goods, total	+3.0	+6	
53	General merchandise group stores	+1.4	+43.4	+4.8	53	General merchandise group stores	+3.1	-1	See note 6
531	Dept. stores (excl. leased depts.)	+1.9	+44.3	+5.6	531	Dept. stores (excl. leased depts.)	+3.4	-3	
531	Dept. stores (incl. leased depts.) ¹ ...	+1.7	+43.8	+5.3	531	Dept. stores (incl. leased depts.) ¹ ...	+3.2	-3	
531 pt.	Conventional department stores (including. leased depts.) ¹	-1.3	+56.0	+1.3	531 pt.	Conventional department stores (including. leased depts.) ¹	-4	-1	
531 pt.	Discount department stores (including. leased depts.) ¹	+4.0	+38.2	+8.4	531 pt.	Discount department stores (including. leased depts.) ¹	+6.0	.0	
531 pt.	National chain department stores (including. leased depts.) ¹	-.7	+45.6	+7	531 pt.	National chain department stores (including. leased depts.) ¹	-1.0	-1.5	
533	Variety stores	-5.3	+56.4	-6.1	533	Variety stores	-2.8	+8	
539	Miscellaneous general merchandise stores	+1	+38.1	+3.3	539	Miscellaneous general merchandise stores	+2.3	+7	
54	Food group stores	+1.8	+10.5	+2.7	54	Food group stores	+3.0	+6	
541	Grocery stores	+1.7	+9.3	+2.6	541	Grocery stores	+3.0	+5	
542	Meat, fish (seafood) markets	-3.8	+30.0	-1.8	554	Gasoline service stations	-1	+1.9	
543	Fruit stores & vegestable markets*	+10.0	+39.8	+9	56	Apparel & accessory stores	-2	-1.0	
544	Candy, nut, confectionery stores*	-4.3	+134.7	.0	561	Mens & boys clothing, furnishings.	-4.1	-2.1	
546	Retail bakeries	+6.7	+8.0	+6.7	562,3	Women's clothing specialty stores	-6.7	+8	
554	Gasoline service stations	-.9	+2.2	+4.0	566	Shoe stores	-1.3	-4.0	
56	Apparel & accessory stores	-2.5	+43.3	.0	58	Eating and drinking places	+2.8	+6	
561	Mens & boys clothing, furnishings.	-6.2	+62.1	-3.2	591	Drug & proprietary stores	+4.4	-1.5	
562,3	Women's clothing specialty stores	-9.2	+45.6	-4.3	592	Liquor stores	+3.0	-2	
562	Women's ready to wear stores	-10.2	+43.8	-4.3	5961	Total mail order ³	+9.7	+2.9	
565	Family clothing stores	+4.8	+46.1	+4.5	53,56, 57,594	GAF, total ⁴	+3.7	-.4	
566	Shoe stores	-4.2	+25.9	-.4					

¹Based on data for leased departments operated within department stores.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise. (See appendix A.)⁵Based on data adjusted for seasonal variations, holiday, and trading-day differences, but not price changes.⁶For yearly total, refer to unadjusted section.

*See appendix A, Percent Change.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1995														Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec. 1994	Nov. 1995		
	Unadjusted																	
	Retail sales, total	66,269	64,245	74,548	74,110	77,960	77,326	75,754	79,158	75,811	77,116	86,608	112,689	941,594	+2.6	+30.1	+4.8	
553	Durable goods, total	10,277	9,775	11,495	11,370	12,627	12,491	12,161	12,822	12,286	12,379	13,962	19,547	151,192	+5.8	+40.0	+9.7	
	Auto & home supply stores	898	863	1,054	1,044	1,132	1,122	1,136	1,195	1,120	1,121	1,107	1,045	12,837	+5.3	-5.6	+7.8	
	Nondurable goods, total	55,992	54,470	63,053	62,740	65,333	64,835	63,593	66,336	63,525	64,737	72,646	93,142	790,402	+1.9	+28.2	+4.0	
53	General merchandise group stores	17,536	17,751	21,485	21,807	22,890	22,930	22,086	23,555	22,103	22,977	28,686	41,328	285,134	+1.7	+44.1	+5.2	
531	Dept. stores (excl. leased depts.)	13,642	14,017	17,135	17,424	18,146	18,215	17,619	18,848	17,737	18,400	23,337	33,667	228,187	+2.0	+44.3	+5.8	
531	Dept. stores (incl. leased depts.) ¹	13,856	14,242	17,406	17,709	18,428	18,485	17,867	19,147	18,013	18,671	23,707	34,103	231,634	+1.9	+43.9	+5.5	
533	Variety stores	337	313	368	401	409	409	367	398	391	408	494	817	5,112	-2.0	+65.4	-4.4	
539	Miscellaneous general merchandise stores	3,557	3,421	3,982	3,982	4,335	4,306	4,100	4,309	3,975	4,169	4,855	6,844	51,835	+7	+41.0	+3.7	
54	Food group stores	19,803	18,589	20,568	20,101	20,853	20,682	20,960	20,874	20,307	20,260	20,928	23,190	247,115	+4.0	+10.8	+4.2	
541	Grocery stores	19,564	18,336	20,301	19,812	20,573	20,405	20,696	20,595	20,041	19,979	20,622	22,679	243,603	+4.0	+10.0	+4.1	
56	Apparel & accessory stores	4,035	4,185	5,510	5,756	5,786	5,788	5,432	6,363	6,040	5,807	7,262	10,548	72,512	-1.2	+45.2	+1.1	
562,3	Women's clothing specialty stores	1,209	1,280	1,629	1,695	1,812	1,731	1,567	1,680	1,738	1,659	1,942	2,986	20,928	-10.4	+53.8	-3.6	
562	Women's ready to wear	1,117	1,184	1,528	1,588	1,684	1,618	1,452	1,542	1,616	1,534	1,783	2,705	19,351	-10.8	+51.7	-3.4	
565	Family clothing stores	1,639	1,694	2,251	2,292	2,270	2,350	2,296	2,681	2,552	2,550	3,405	4,871	30,851	+4.8	+43.1	+4.9	
566	Shoe stores	689	717	1,023	1,137	1,095	1,100	999	1,284	1,060	940	1,095	1,400	12,539	-3.1	+27.9	-1.4	
5812	Eating places	4,077	3,940	4,487	4,475	4,606	4,572	4,648	4,669	4,444	4,500	4,246	4,503	53,167	+9	+6.1	+2.3	
591	Drug & proprietary stores	4,313	4,175	4,497	4,459	4,622	4,439	4,283	4,402	4,321	4,459	4,580	6,067	54,617	+3.3	+32.5	+5.6	
	Adjusted²																	
	Retail sales, total	78,344	77,355	77,329	77,425	78,142	78,759	78,720	78,841	79,397	79,007	79,367	79,249	+4.4	-.1			
553	Auto & home supply stores	1,049	1,035	1,061	1,051	1,057	1,052	1,067	1,095	1,099	1,092	1,093	1,106	+8.0	+1.2			
53	General merchandise group stores	23,608	23,323	23,390	23,589	23,747	24,099	24,091	23,893	24,072	23,717	23,815	23,843	+3.7	+1			
531	Dept. stores (excl. leased depts.)	18,791	18,664	18,645	18,837	18,922	19,234	19,298	19,116	19,300	19,008	19,144	19,140	+3.8	.0			
531	Dept. stores (incl. leased depts.) ¹	19,049	18,958	19,004	19,053	19,234	19,499	19,566	19,435	19,549	19,289	19,494	19,432	+3.4	-.3	See note 3		
533	Variety stores	495	409	412	410	420	426	408	407	423	429	431	434	+2	+7			
541	Grocery stores	20,358	19,996	19,883	20,073	20,130	20,203	20,330	20,311	20,513	20,597	20,663	20,768	+5.4	+5			
56	Apparel & accessory stores	5,987	5,980	6,093	5,824	6,069	6,116	6,074	5,985	6,137	5,957	6,154	6,028	+1.0	-2.0			
562,3	Women's clothing specialty stores	1,750	1,793	1,782	1,704	1,789	1,805	1,783	1,730	1,801	1,728	1,684	1,669	-8.0	-.9			
566	Shoe stores	960	978	1,105	1,049	1,087	1,099	1,073	1,042	1,025	1,011	1,070	1,026	-.8	-4.1			
591	Drug & proprietary stores	4,550	4,514	4,511	4,532	4,554	4,534	4,518	4,576	4,636	4,645	4,702	4,504	+5.0	-4.2			

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)³For yearly total, refer to unadjusted section above.^pPreliminary estimates.

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kind of business not shown.

Table 4. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business: 1994

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail sales, total	71,896	73,199	73,775	73,456	73,454	74,583	74,884	75,691	75,849	76,327	76,691	75,919
553	Auto & home supply stores	965	980	977	960	969	985	989	996	1,003	1,015	1,032	1,024
53	General merchandise group stores	21,610	22,040	22,182	22,243	22,083	22,531	22,614	22,843	22,894	23,021	23,068	23,002
531	Dept. stores (excl. leased depts.)	17,145	17,477	17,609	17,570	17,465	17,914	17,990	18,191	18,205	18,315	18,427	18,441
531	Dept. stores (incl. leased depts.) ²	17,494	17,784	17,979	17,917	17,770	18,254	18,277	18,533	18,533	18,755	18,727	18,801
533	Variety stores	459	458	461	455	447	447	428	430	437	444	444	433
541	Grocery stores	19,070	19,228	19,304	19,174	19,360	19,455	19,463	19,683	19,769	19,717	19,855	19,703
56	Apparel & accessory stores	5,733	5,914	5,907	5,911	5,834	6,001	5,969	6,020	5,920	6,108	6,023	5,969
562,3	Women's clothing specialty stores	1,694	1,822	1,814	1,813	1,765	1,832	1,754	1,827	1,796	1,824	1,822	1,814
566	Shoe stores	1,040	1,076	1,058	1,068	1,051	1,067	1,089	1,062	1,040	1,068	1,050	1,034
591	Drug & proprietary stores	4,212	4,167	4,279	4,257	4,289	4,288	4,362	4,365	4,356	4,413	4,439	4,288

¹Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 5. Estimated Monthly Retail Sales by Selected Kinds of Business for Regions

[Data in millions of dollars]

Region and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
Northeast																		
Retail sales, total	31,168	29,888	35,383	34,723	37,707	38,296	36,218	38,425	36,304	36,758	38,453	44,782	438,105	45,098	429,667	-7	+16.5	+2.0
Durable goods, total	10,988	10,562	13,296	12,851	14,570	15,172	13,843	15,207	13,523	13,691	13,507	14,618	161,828	14,817	156,083	-1.3	+8.2	+3.7
Building materials group stores	1,442	1,258	1,630	1,836	2,234	2,159	1,891	1,922	1,839	1,898	1,753	1,578	21,440	1,790	21,804	-11.8	-10.0	-1.7
Automotive dealers	6,342	6,276	8,292	7,702	8,622	9,188	8,229	9,148	7,915	8,131	7,582	6,735	94,162	6,601	89,416	+2.0	-11.2	+5.3
Furniture group stores	1,652	1,537	1,697	1,601	1,704	1,743	1,779	1,877	1,791	1,856	2,053	2,602	21,892	2,566	20,900	+1.4	+26.7	+4.7
Nondurable goods, total	20,180	19,326	22,087	21,872	23,137	23,124	22,375	23,218	22,781	23,067	24,946	30,164	276,277	30,281	273,584	-4	+20.9	+1.0
General merchandise group stores	2,640	2,718	3,313	3,429	3,733	3,744	3,457	3,638	3,616	3,724	4,844	6,897	45,753	7,125	44,923	-3.2	+42.4	+1.8
Dept. stores (excl. leased depts.)	1,931	2,047	2,528	2,622	2,843	2,845	2,609	2,765	2,774	2,857	3,815	5,455	35,091	5,665	34,619	-3.7	+43.0	+1.4
Dept. stores (incl. leased depts.) ¹	1,981	2,097	2,589	2,689	2,913	2,914	2,669	2,836	2,844	2,922	3,909	5,565	35,928	5,777	35,529	-3.7	+42.4	+1.1
Food group stores	6,437	6,001	6,688	6,577	6,953	6,959	6,994	6,901	6,667	6,625	6,759	7,478	81,039	7,446	80,941	+4	+10.6	+1
Grocery stores	5,932	5,510	6,134	5,993	6,353	6,363	6,388	6,282	6,084	6,007	6,150	6,739	73,935	6,731	74,023	+1	+9.6	-1
Gasoline service stations	1,924	1,832	2,021	1,970	2,171	2,277	2,235	2,308	2,142	2,135	2,068	2,117	25,200	2,103	24,004	+7	+2.4	+5.0
Apparel & accessory stores	1,580	1,586	2,043	2,179	2,209	2,171	1,941	2,298	2,395	2,293	2,662	3,664	27,021	3,827	27,520	-4.3	+37.6	-1.8
Eating and drinking places	3,020	2,916	3,359	3,374	3,664	3,733	3,697	3,813	3,608	3,550	3,339	3,551	41,624	3,675	42,982	-3.4	+6.3	-3.2
Drug & proprietary stores	1,479	1,405	1,546	1,545	1,601	1,547	1,510	1,547	1,483	1,543	1,541	1,889	18,636	1,873	17,769	+9	+22.6	+4.9
GAF, total ²	6,956	6,854	8,206	8,388	8,994	9,054	8,501	9,297	9,201	9,189	11,217	16,349	112,206	16,692	110,672	-2.1	+45.8	+1.4
Midwest																		
Retail sales, total	40,376	40,043	47,382	46,253	50,248	50,412	47,876	50,630	47,430	48,116	50,595	58,754	578,115	56,955	548,303	+3.2	+16.1	+5.4
Durable goods, total	15,482	15,933	19,681	18,765	21,120	21,528	19,579	21,082	18,925	19,060	19,383	21,443	231,981	20,345	217,420	+5.4	+10.6	+6.7
Building materials group stores	1,724	1,650	2,120	2,343	2,892	2,724	2,539	2,517	2,437	2,506	2,285	2,122	27,859	2,179	28,015	-2.6	-7.1	-6
Automotive dealers	10,051	10,621	13,464	12,446	13,700	14,346	12,709	13,854	12,004	12,051	11,723	11,217	148,186	10,571	137,552	+6.1	-4.3	+7.7
Furniture group stores	2,268	2,134	2,434	2,219	2,489	2,527	2,465	2,730	2,626	2,705	3,089	3,963	31,649	3,731	28,786	+6.2	+28.3	+9.9
Nondurable goods, total	24,894	24,110	27,701	27,488	29,128	28,884	28,297	29,548	28,505	29,056	31,212	37,311	346,134	36,610	330,883	+1.9	+19.5	+4.6
General merchandise group stores	4,696	4,684	5,769	5,838	6,194	6,320	5,949	6,420	6,075	6,315	7,877	10,888	77,025	10,820	73,098	+6	+38.2	+5.4
Dept. stores (excl. leased depts.)	3,869	3,887	4,815	4,849	5,100	5,242	4,930	5,374	5,087	5,274	6,650	9,214	64,291	9,080	60,646	+1.5	+38.6	+6.0
Dept. stores (incl. leased depts.) ¹	3,931	3,947	4,888	4,925	5,177	5,317	4,995	5,452	5,160	5,352	6,755	9,335	65,234	9,224	61,682	+1.2	+38.2	+5.8
Food group stores	7,173	6,717	7,264	7,301	7,649	7,569	7,745	7,727	7,370	7,413	7,568	8,426	89,922	8,285	87,587	+1.7	+11.3	+2.7
Grocery stores	6,828	6,353	6,891	6,888	7,235	7,165	7,336	7,304	6,970	6,986	7,146	7,858	84,960	7,720	82,755	+1.8	+10.0	+2.7
Gasoline service stations	3,009	2,824	3,217	3,203	3,597	3,753	3,567	3,561	3,362	3,351	3,156	3,210	39,810	3,228	37,524	-6	+1.7	+6.1
Apparel & accessory stores	1,321	1,331	1,706	1,741	1,809	1,782	1,662	1,967	1,900	1,814	2,173	3,067	22,273	3,211	22,298	-4.5	+41.1	-1
Eating and drinking places	4,463	4,442	5,139	5,124	5,291	5,241	5,371	5,540	5,188	5,146	4,789	5,076	60,810	5,124	58,159	-9	+6.0	+4.6
Drug & proprietary stores	1,672	1,625	1,751	1,681	1,790	1,751	1,692	1,758	1,939	1,990	2,021	2,519	22,189	2,165	20,811	+16.4	+24.6	+6.6
GAF, total ²	9,342	9,252	11,099	11,062	11,931	11,998	11,375	12,595	11,993	12,184	14,975	21,502	149,308	21,090	141,194	+2.0	+43.6	+5.7
South																		
Retail sales, total	59,458	58,923	69,457	67,591	71,820	71,445	69,085	71,828	67,752	67,949	70,621	83,404	829,333	81,383	778,072	+2.5	+18.1	+6.6
Durable goods, total	24,458	24,493	30,073	28,421	31,300	31,692	29,430	30,965	29,238	28,770	28,618	32,089	349,547	31,107	318,594	+3.2	+12.1	+9.7
Building materials group stores	3,177	3,046	4,042	4,094	4,523	4,384	4,076	4,206	4,083	4,112	3,838	3,649	47,230	3,724	46,763	-2.0	-4.9	+1.0
Automotive dealers	15,178	15,659	19,624	18,101	19,994	20,436	18,679	19,591	18,345	17,941	16,767	16,579	216,894	16,116	193,903	+2.9	-1.1	+11.9
Furniture group stores	3,338	3,114	3,505	3,292	3,577	3,637	3,628	3,875	3,803	3,792	4,475	5,712	45,748	5,191	40,629	+10.0	+27.6	+12.6
Nondurable goods, total	35,000	34,430	39,384	39,170	40,520	39,753	39,655	40,863	38,514	39,179	42,003	51,315	479,786	50,276	459,478	+2.1	+22.2	+4.4
General merchandise group stores	6,734	6,917	8,388	8,566	8,768	8,583	8,457	8,968	8,291	8,691	10,901	15,746	109,010	15,329	103,102	+2.7	+44.4	+5.7
Dept. stores (excl. leased depts.)	5,221	5,426	6,654	6,795	6,869	6,752	6,719	7,108	6,578	6,900	8,722	12,546	86,290	12,039	80,339	+4.2	+43.8	+7.4
Dept. stores (incl. leased depts.) ¹	5,282	5,493	6,734	6,879	6,948	6,827	6,787	7,197	6,652	6,973	8,822	12,663	87,257	12,172	81,407	+4.0	+43.5	+7.2
Food group stores	11,476	10,868	12,102	11,853	12,313	12,191	12,355	12,360	11,958	11,886	12,093	13,249	144,704	12,748	138,534	+3.9	+9.6	+4.5
Grocery stores	11,094	10,484	11,690	11,440	11,884	11,780	11,949	11,940	11,544	11,481	11,662	12,685	139,633	12,237	133,888	+3.7	+8.8	+4.3
Gasoline service stations	3,902	3,736	4,191	4,177	4,491	4,472	4,459	4,449	4,135	4,135	4,007	4,124	50,278	4,201	49,404	-1.8	+2.9	+1.8
Apparel & accessory stores	2,191	2,289	3,016	3,102	3,022	2,899	2,838	3,260	2,998	2,963	3,625	5,298	37,501	5,289	36,708	+2	+46.2	+2.2
Eating and drinking places	6,049	5,949	6,781	6,852	7,046	6,977	7,134	7,155	6,674	6,769	6,432	6,920	80,738	6,704	75,392	+3.2	+7.6	+7.1
Drug & proprietary stores	2,397	2,351	2,512	2,401	2,499	2,386	2,285	2,383	2,127	2,202	2,278	2,845	28,666	2,976	27,961	-4.4	+24.9	+2.5
GAF, total ²	14,111	14,078	16,769	16,882	17,456	17,183	16,914	18,351	17,174	17,486	21,701	31,930	220,035	30,675	206,227	+4.1	+47.1	+6.7

See footnotes at end of table.

Table 5. **Estimated Monthly Retail Sales by Selected Kinds of Business for Regions—Continued**

[Data in millions of dollars]

Region and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
West																		
Retail sales, total	36,493	35,556	40,648	39,679	42,376	43,279	42,379	43,947	41,995	41,787	43,089	51,139	502,367	49,890	480,924	+2.5	+18.7	+4.5
Durable goods, total	13,964	13,949	16,071	15,539	16,982	17,656	16,795	17,609	17,060	16,675	16,593	18,719	197,612	18,138	188,329	+3.2	+12.8	+4.9
Building materials group stores	1,668	1,820	2,190	2,331	2,659	2,600	2,448	2,654	2,442	2,508	2,307	2,194	27,821	1,985	25,951	+10.5	-4.9	+7.2
Automotive dealers	7,919	7,969	9,308	8,841	9,644	10,186	9,586	9,854	9,802	9,381	8,808	8,465	109,763	8,264	105,448	+2.4	-3.9	+4.1
Furniture group stores	2,465	2,248	2,508	2,310	2,390	2,452	2,386	2,548	2,547	2,514	2,856	3,606	30,830	3,707	29,311	-2.7	+26.3	+5.2
Nondurable goods, total	22,529	21,607	24,577	24,140	25,394	25,623	25,584	26,338	24,935	25,112	26,496	32,420	304,755	31,752	292,595	+2.1	+22.4	+4.2
General merchandise group stores	4,181	4,097	4,812	4,849	5,154	5,224	5,128	5,436	5,019	5,176	6,116	9,114	64,306	8,798	61,418	+3.6	+49.0	+4.7
Dept. stores (excl. leased depts.)	2,771	2,790	3,295	3,322	3,517	3,548	3,520	3,765	3,462	3,534	4,330	6,709	44,563	6,515	42,485	+3.0	+54.9	+4.9
Dept. stores (incl. leased depts.) ¹	2,819	2,843	3,357	3,385	3,580	3,606	3,579	3,830	3,525	3,594	4,405	6,804	45,327	6,620	43,377	+2.8	+54.5	+4.5
Food group stores	7,423	6,929	7,807	7,565	7,812	7,853	7,974	7,907	7,733	7,570	7,720	8,566	92,859	8,588	90,738	-.3	+11.0	+2.3
Grocery stores	7,013	6,534	7,369	7,121	7,400	7,420	7,544	7,484	7,305	7,123	7,276	7,935	87,524	7,936	85,664	.0	+9.1	+2.2
Gasoline service stations	2,506	2,423	2,645	2,624	2,867	2,866	2,908	3,002	2,756	2,743	2,618	2,656	32,614	2,681	31,261	-.9	+1.5	+4.3
Apparel & accessory stores	1,389	1,401	1,739	1,767	1,811	1,885	1,880	2,027	1,832	1,777	2,125	3,144	22,777	3,232	23,077	-2.7	+48.0	-1.3
Eating and drinking places	4,298	4,171	4,678	4,665	4,854	4,928	5,011	5,062	4,716	4,833	4,696	5,018	56,930	4,545	51,818	+10.4	+6.9	+9.9
Drug & proprietary stores	1,213	1,161	1,241	1,237	1,283	1,243	1,193	1,223	1,179	1,204	1,214	1,592	14,983	1,640	14,997	-2.9	+31.1	-1
GAF, total ²	9,435	9,143	10,583	10,405	10,972	11,180	11,011	11,842	11,008	11,090	13,123	19,629	139,421	19,238	134,210	+2.0	+49.6	+3.9

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²GAF represents stores which specialize in department store types of merchandise. (See appendix A.)^PPreliminary estimates.

NOTE: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-2. States in geographic regions are shown on the last page of this publication.

Figure 4.
Retail Sales by Geographic Region and Division: Level and Year-to-Year Percent Change: December 1995 From December 1994.
 (Not adjusted for seasonal, holiday, trading-day, or price variations)

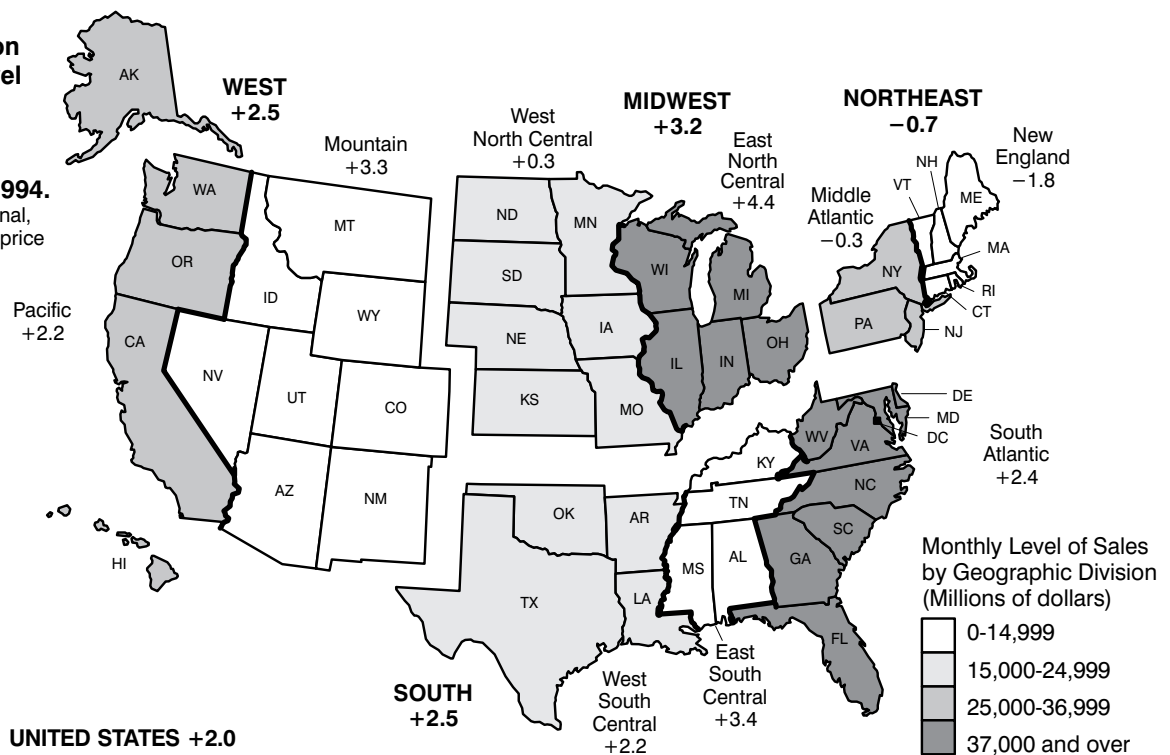


Table 6. Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
New England	8,693	8,555	9,842	9,681	10,448	10,676	10,005	10,573	10,203	10,381	10,759	12,660	122,476	12,886	121,875	-1.8	+17.7	+5
Nondurable goods, total	5,915	5,798	6,521	6,445	6,796	6,832	6,548	6,886	6,767	6,878	7,471	9,100	81,957	9,073	81,822	+3	+21.8	+2
General merchandise group stores	779	786	939	964	1,057	1,076	989	1,043	1,026	1,057	1,321	1,921	12,958	2,021	12,973	-4.9	+45.4	-1
Dept. stores (excl. leased depts.)	529	555	669	695	758	769	698	749	748	760	972	1,425	9,327	1,525	9,297	-6.6	+46.6	+3
Dept. stores (incl. leased depts.) ¹	541	566	684	712	776	788	713	767	767	777	994	1,455	9,540	1,556	9,536	-6.5	+46.4	.0
Food group stores	1,955	1,860	2,062	2,029	2,156	2,191	2,243	2,203	2,110	2,058	2,110	2,347	25,324	2,220	24,844	+5.7	+11.2	+1.9
GAF, total ²	1,858	1,836	2,184	2,233	2,426	2,424	2,280	2,546	2,472	2,483	2,891	4,240	29,873	4,492	30,052	-5.6	+46.7	-6
Middle Atlantic	22,475	21,333	25,541	25,042	27,259	27,620	26,213	27,852	26,101	26,377	27,694	32,122	315,629	32,212	307,792	-3	+16.0	+2.5
Durable goods, total	8,210	7,805	9,975	9,615	10,918	11,328	10,386	11,520	10,087	10,188	10,219	11,058	121,099	11,004	116,030	+5	+8.2	+4.5
Automotive dealers	4,820	4,677	6,305	5,843	6,580	6,929	6,286	7,044	5,964	6,113	5,755	5,034	71,350	4,933	67,795	+2.0	-12.5	+5.2
Nondurable goods, total	14,265	13,528	15,566	15,427	16,341	16,292	15,827	16,332	16,014	16,189	17,475	21,064	194,320	21,208	191,762	-7	+20.5	+1.3
General merchandise group stores	1,861	1,932	2,374	2,465	2,676	2,668	2,468	2,595	2,590	2,667	3,523	4,976	32,795	5,104	31,950	-2.5	+41.2	+2.6
Dept. stores (excl. leased depts.)	1,402	1,492	1,859	1,927	2,085	2,076	1,911	2,016	2,026	2,097	2,843	4,030	25,764	4,140	25,322	-2.7	+41.8	+1.7
Dept. stores (incl. leased depts.) ¹	1,440	1,531	1,905	1,977	2,137	2,126	1,956	2,069	2,077	2,145	2,915	4,110	26,388	4,221	25,993	-2.6	+41.0	+1.5
Food group stores	4,482	4,141	4,626	4,548	4,797	4,768	4,751	4,698	4,557	4,567	4,649	5,131	55,715	5,226	56,097	-1.8	+10.4	-7
Gasoline service stations	1,325	1,268	1,389	1,352	1,496	1,547	1,534	1,571	1,452	1,437	1,395	1,425	17,191	1,450	16,714	-1.7	+2.2	+2.9
Apparel & accessory stores	1,194	1,192	1,532	1,636	1,660	1,628	1,444	1,671	1,776	1,711	1,970	2,717	20,131	2,824	20,476	-3.8	+37.9	-1.7
Eating and drinking places	2,177	2,074	2,402	2,432	2,641	2,710	2,745	2,817	2,601	2,550	2,419	2,557	30,125	2,484	29,514	+2.9	+5.7	+2.1
Drug & proprietary stores	1,108	1,048	1,154	1,154	1,195	1,146	1,124	1,151	1,097	1,150	1,140	1,404	13,871	1,414	13,289	-7	+23.2	+4.4
GAF, total ²	5,098	5,018	6,022	6,155	6,568	6,630	6,221	6,751	6,729	6,706	8,326	12,109	82,333	12,200	80,620	-7	+45.4	+2.1
East North Central	27,871	27,654	32,852	31,947	34,969	35,016	33,117	35,279	33,022	33,699	35,757	41,794	402,977	40,042	381,208	+4.4	+16.9	+5.7
Durable goods, total	10,822	11,081	13,776	13,113	14,914	15,249	13,774	14,947	13,297	13,589	13,925	15,491	163,978	14,402	152,045	+7.6	+11.2	+7.8
Automotive dealers	6,887	7,257	9,242	8,521	9,457	10,008	8,816	9,661	8,229	8,503	8,288	7,892	102,761	7,255	94,732	+8.8	-4.8	+8.5
Furniture group stores	1,671	1,565	1,799	1,641	1,858	1,870	1,831	2,015	1,931	2,011	2,276	2,897	23,365	2,731	20,859	+6.1	+27.3	+12.0
Nondurable goods, total	17,049	16,573	19,076	18,834	20,055	19,767	19,343	20,332	19,725	20,110	21,832	26,303	238,999	25,640	229,163	+2.6	+20.5	+4.3
General merchandise group stores	3,271	3,274	4,042	4,091	4,323	4,425	4,138	4,454	4,229	4,427	5,571	7,709	53,954	7,683	51,184	+3	+38.4	+5.4
Dept. stores (excl. leased depts.)	2,704	2,719	3,394	3,429	3,589	3,708	3,479	3,765	3,588	3,740	4,756	6,570	45,441	6,482	42,870	+1.4	+38.1	+6.0
Dept. stores (incl. leased depts.) ¹	2,754	2,765	3,454	3,491	3,652	3,769	3,533	3,829	3,647	3,804	4,841	6,670	46,209	6,599	43,702	+1.1	+37.8	+5.7
Food group stores	4,748	4,466	4,834	4,790	5,064	5,060	5,052	5,112	4,903	4,852	5,025	5,610	59,456	5,524	58,431	+1.6	+11.6	+1.8
Gasoline service stations	2,000	1,857	2,116	2,102	2,288	2,361	2,317	2,333	2,190	2,181	2,081	2,141	25,967	2,143	24,374	-1	+2.9	+6.5
Apparel & accessory stores	940	961	1,239	1,274	1,333	1,311	1,205	1,419	1,410	1,351	1,617	2,271	16,331	2,339	16,144	-2.9	+40.4	+1.2
Eating and drinking places	3,212	3,162	3,684	3,604	3,795	3,725	3,805	3,960	3,680	3,669	3,457	3,679	43,432	3,645	41,707	+9	+6.4	+4.1
GAF, total ²	6,659	6,610	7,964	7,950	8,598	8,659	8,153	9,005	8,639	8,813	10,864	15,621	107,535	15,260	100,770	+2.4	+43.8	+6.7
West North Central	12,505	12,389	14,530	14,306	15,279	15,396	14,759	15,351	14,408	14,417	14,838	16,960	175,138	16,913	167,095	+3	+14.3	+4.8
Durable goods, total	4,660	4,852	5,905	5,652	6,206	6,279	5,805	6,135	5,628	5,471	5,458	5,952	68,003	5,943	65,375	+2	+9.1	+4.0
Automotive dealers	3,164	3,364	4,222	3,925	4,243	4,338	3,893	4,193	3,775	3,548	3,435	3,325	45,425	3,316	42,820	+3	-3.2	+6.1
Nondurable goods, total	7,845	7,537	8,625	8,654	9,073	9,117	8,954	9,216	8,780	8,946	9,380	11,008	107,135	10,970	101,720	+3	+17.4	+5.3
General merchandise group stores	1,425	1,410	1,727	1,747	1,871	1,895	1,811	1,966	1,846	1,888	2,306	3,179	23,071	3,137	21,914	+1.3	+37.9	+5.3
Dept. stores (excl. leased depts.)	1,165	1,168	1,421	1,420	1,511	1,534	1,451	1,609	1,499	1,534	1,894	2,644	18,850	2,598	17,776	+1.8	+39.6	+6.0
Dept. stores (incl. leased depts.) ¹	1,177	1,182	1,434	1,434	1,525	1,548	1,462	1,623	1,513	1,548	1,914	2,665	19,025	2,625	17,980	+1.5	+39.2	+5.8
Food group stores	2,425	2,251	2,430	2,511	2,585	2,569	2,693	2,615	2,467	2,561	2,543	2,816	30,466	2,761	29,156	+2.0	+10.7	+4.5
Gasoline service stations	1,009	967	1,101	1,101	1,309	1,392	1,250	1,228	1,172	1,170	1,075	1,069	13,843	1,085	13,150	-1.5	-6	+5.3
Apparel & accessory stores	381	370	467	467	476	471	457	548	490	463	556	796	5,942	872	6,154	-8.7	+43.2	-3.4
GAF, total ²	2,683	2,642	3,135	3,112	3,333	3,339	3,222	3,590	3,354	3,371	4,111	5,881	41,773	5,830	40,424	+9	+43.1	+3.3
South Atlantic	32,238	31,902	37,442	36,499	38,205	37,771	36,460	37,752	36,065	36,329	37,998	44,991	443,652	43,954	417,184	+2.4	+18.4	+6.3
Durable goods, total	13,531	13,528	16,437	15,687	16,915	16,916	15,719	16,316	15,730	15,579	15,573	17,652	189,583	17,173	173,689	+2.8	+13.4	+9.2
Automotive dealers	8,107	8,318	10,240	9,681	10,435	10,483	9,547	9,911	9,409	9,371	8,805	8,705	113,012	8,394	101,390	+3.7	-1.1	+11.5
Furniture group stores	1,977	1,883	2,091	1,897	2,033	2,092	2,079	2,200	2,202	2,161	2,569	3,313	26,497	3,050	24,054	+8.6	+29.0	+10.2
Nondurable goods, total	18,707	18,374	21,005	20,812	21,290	20,855	20,741	21,436	20,335	20,750	22,425	27,339	254,069	26,781	243,495	+2.1	+21.9	+4.3
General merchandise group stores	3,320	3,420	4,142	4,222	4,291	4,163	4,092	4,356	4,064	4,287	5,500	8,037	53,894	7,817	50,848	+2.8	+46.1	+6.0
Dept. stores (excl. leased depts.)	2,470	2,578	3,175	3,245	3,234	3,151	3,125	3,326	3,108	3,276	4,262	6,146	41,096	5,917	38,362	+3.9	+44.2	+7.1
Dept. stores (incl. leased depts.) ¹	2,511	2,625	3,228	3,300	3,287	3,201	3,171	3,386	3,158	3,325	4,330	6,224	41,746	6,004	39,043	+3.7	+43.7	+6.9
Food group stores	6,270	5,894	6,553	6,436	6,591	6,488	6,605	6,608	6,408	6,407	6,530	7,174	77,964	6,920	74,123	+3.7	+9.9	+5.2
Gasoline service stations	2,059	1,978	2,250	2,221	2,376	2,394	2,357	2,363	2,219	2,201	2,142	2,193	26,753	2,220	26,045	-1.2	+2.4	+2.7
Apparel & accessory stores	1,268	1,336	1,757	1,818	1,759	1,669	1,604	1,829	1,700	1,678	2,078	2,970	21,466	2,979	20,874	-3	+42.9	+2.8
GAF, total ²	7,548	7,679	9,088	9,061	9,278	9,129	8,944	9,653	9,196	9,308	11,685	17,306	117,875	16,651	110,409	+3.9	+48.1	+6.8

Table 6. **Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions—Continued**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
East South Central	9,453	9,424	11,282	11,130	12,003	12,011	11,527	12,100	11,208	11,177	11,792	13,633	136,740	13,190	127,633	+3.4	+15.6	+7.1
Durable goods, total	3,882	3,847	4,883	4,698	5,217	5,315	4,884	5,226	4,816	4,688	4,734	5,094	57,284	4,973	51,606	+2.4	+7.6	+11.0
Nondurable goods, total	5,571	5,577	6,399	6,432	6,786	6,696	6,643	6,874	6,392	6,489	7,058	8,539	79,456	8,217	76,027	+3.9	+21.0	+4.5
General merchandise group stores	1,195	1,233	1,546	1,575	1,594	1,592	1,548	1,647	1,554	1,642	2,105	2,875	20,106	2,741	18,748	+4.9	+36.6	+7.2
Dept. stores (excl. leased depts.)	939	979	1,241	1,265	1,269	1,263	1,235	1,305	1,245	1,325	1,681	2,296	16,043	2,190	14,837	+4.8	+36.6	+8.1
Dept. stores (incl. leased depts.) ¹	946	985	1,251	1,277	1,279	1,273	1,244	1,316	1,254	1,334	1,693	2,310	16,162	2,208	14,989	+4.6	+36.4	+7.8
GAF, total ²	2,278	2,173	2,672	2,742	2,851	2,809	2,767	3,019	2,774	2,901	3,696	5,175	35,857	4,885	32,992	+5.9	+40.0	+8.7
West South Central	17,767	17,597	20,733	19,962	21,612	21,663	21,098	21,976	20,479	20,443	20,831	24,780	248,941	24,239	233,255	+2.2	+19.0	+6.7
Durable goods, total	7,045	7,118	8,753	8,036	9,168	9,461	8,827	9,423	8,692	8,503	8,311	9,343	102,680	8,961	93,299	+4.3	+12.4	+10.1
Automotive dealers	4,762	4,913	6,204	5,484	6,322	6,588	6,103	6,463	5,935	5,730	5,316	5,339	69,159	5,116	61,941	+4.4	+4	+11.7
Nondurable goods, total	10,722	10,479	11,980	11,926	12,444	12,202	12,271	12,553	11,787	11,940	12,520	15,437	146,261	15,278	139,956	+1.0	+23.3	+4.5
General merchandise group stores	2,219	2,264	2,700	2,769	2,883	2,828	2,817	2,965	2,673	2,762	3,296	4,834	35,010	4,771	33,506	+1.3	+46.7	+4.5
Dept. stores (excl. leased depts.)	1,812	1,869	2,238	2,285	2,366	2,338	2,359	2,477	2,225	2,299	2,779	4,104	29,151	3,932	27,140	+4.4	+47.7	+7.4
Dept. stores (incl. leased depts.) ¹	1,825	1,883	2,255	2,302	2,382	2,353	2,372	2,495	2,240	2,314	2,799	4,129	29,349	3,960	27,375	+4.3	+47.5	+7.2
Food group stores	3,412	3,213	3,628	3,548	3,703	3,696	3,740	3,715	3,626	3,580	3,588	3,929	43,378	3,814	41,525	+3.0	+9.5	+4.5
Apparel & accessory stores	639	647	838	864	852	817	835	965	863	857	1,027	1,594	10,798	1,565	10,798	+1.9	+55.2	.0
GAF, total ²	4,285	4,226	5,009	5,079	5,327	5,245	5,203	5,679	5,204	5,277	6,320	9,449	66,303	9,139	62,826	+3.4	+49.5	+5.5
Mountain	10,607	10,172	11,727	11,409	12,212	12,524	12,297	12,886	12,203	12,256	12,562	14,640	145,495	14,170	137,695	+3.3	+16.5	+5.7
Nondurable goods, total	6,618	6,374	7,327	7,129	7,478	7,595	7,568	7,841	7,294	7,443	7,834	9,494	89,995	9,152	84,933	+3.7	+21.2	+6.0
General merchandise group stores	1,146	1,141	1,356	1,352	1,446	1,458	1,426	1,547	1,398	1,465	1,731	2,562	18,028	2,460	16,979	+4.1	+48.0	+6.2
Dept. stores (excl. leased depts.)	872	882	1,047	1,038	1,106	1,106	1,090	1,197	1,071	1,119	1,346	2,035	13,909	1,945	13,031	+4.6	+51.2	+6.7
Dept. stores (incl. leased depts.) ¹	884	894	1,061	1,053	1,121	1,121	1,103	1,214	1,086	1,134	1,364	2,056	14,091	1,970	13,232	+4.4	+50.7	+6.5
Food group stores	2,202	2,095	2,360	2,313	2,392	2,413	2,460	2,427	2,330	2,309	2,347	2,569	28,217	2,556	27,470	+5	+9.5	+2.7
GAF, total ²	2,534	2,463	2,875	2,811	2,988	2,990	2,940	3,292	3,005	3,058	3,582	5,305	37,843	5,182	35,595	+2.4	+48.1	+6.3
Pacific	25,886	25,384	28,921	28,270	30,164	30,755	30,082	31,061	29,792	29,531	30,527	36,499	356,872	35,720	343,229	+2.2	+19.6	+4.0
Durable goods, total	9,975	10,151	11,671	11,259	12,248	12,727	12,066	12,564	12,151	11,862	11,865	13,573	142,112	13,120	135,567	+3.5	+14.4	+4.8
Automotive dealers	5,605	5,729	6,719	6,342	6,944	7,363	6,836	6,980	6,974	6,613	6,227	6,062	78,394	5,987	75,466	+1.3	-2.6	+3.9
Furniture group stores	1,784	1,655	1,861	1,688	1,726	1,772	1,743	1,822	1,831	1,808	2,043	2,591	22,324	2,705	21,537	-4.2	+26.8	+3.7
Nondurable goods, total	15,911	15,233	17,250	17,011	17,916	18,028	18,016	18,497	17,641	17,669	18,662	22,926	214,760	22,600	207,662	+1.4	+22.8	+3.4
General merchandise group stores	3,035	2,956	3,456	3,497	3,708	3,766	3,702	3,889	3,621	3,711	4,385	6,552	46,278	6,338	44,439	+3.4	+49.4	+4.1
Dept. stores (excl. leased depts.)	1,899	1,908	2,248	2,284	2,411	2,442	2,430	2,568	2,391	2,415	2,984	4,674	30,654	4,570	29,454	+2.3	+56.6	+4.1
Dept. stores (incl. leased depts.) ¹	1,935	1,949	2,296	2,332	2,459	2,485	2,476	2,616	2,439	2,460	3,041	4,748	31,236	4,650	30,145	+2.1	+56.1	+3.6
Food group stores	5,221	4,834	5,447	5,252	5,420	5,440	5,514	5,480	5,403	5,261	5,373	5,997	64,642	6,032	63,268	-6	+11.6	+2.2
Gasoline service stations	1,818	1,750	1,902	1,883	2,052	2,048	2,059	2,113	1,971	1,937	1,857	1,885	23,275	1,942	22,517	-2.9	+1.5	+3.4
Apparel & accessory stores	1,063	1,067	1,309	1,349	1,391	1,478	1,466	1,531	1,421	1,362	1,646	2,392	17,475	2,479	17,914	-3.5	+45.3	-2.5
Eating and drinking places	2,782	2,710	3,011	3,055	3,203	3,180	3,283	3,356	3,124	3,228	3,079	3,271	37,282	2,959	34,103	+10.5	+6.2	+9.3
Drug & proprietary stores	961	918	979	980	1,010	982	948	969	944	966	971	1,258	11,886	1,295	12,048	-2.9	+29.6	-1.3
GAF, total ²	6,901	6,680	7,708	7,594	7,984	8,190	8,071	8,550	8,003	8,032	9,541	14,324	101,578	14,056	98,615	+1.9	+50.1	+3.0

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²GAF represents stores which specialize in department store types of merchandise. (See appendix A.)^PPreliminary estimates.

Table 7. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
California, total	18,706	18,279	20,853	20,432	21,602	22,067	21,581	22,128	21,492	21,323	22,034	26,155	256,652	25,900	246,876	+1.0	+18.7	+4.0
Durable goods, total	7,144	7,218	8,360	8,140	8,797	9,203	8,769	9,028	8,919	8,723	8,723	9,841	102,865	9,534	96,929	+3.2	+12.8	+6.1
Nondurable goods, total	11,562	11,061	12,493	12,292	12,805	12,864	12,812	13,100	12,573	12,600	13,311	16,314	153,787	16,366	149,947	-.3	+22.6	+2.6
Dept. stores (excl. leased depts.)	1,322	1,338	1,577	1,597	1,671	1,703	1,694	1,746	1,647	1,662	2,088	3,337	21,382	3,296	20,807	+1.2	+59.8	+2.8
Dept. stores (incl. leased depts.) ¹	1,347	1,365	1,608	1,630	1,703	1,732	1,723	1,777	1,678	1,690	2,127	3,387	21,767	3,349	21,256	+1.1	+59.2	+2.4
GAF, total ²	4,947	4,855	5,601	5,503	5,717	5,845	5,737	6,058	5,723	5,762	6,854	10,328	72,930	10,275	71,083	+5	+50.7	+2.6
Florida, total	11,084	10,870	12,542	12,464	12,443	12,090	11,380	11,850	11,608	11,794	12,337	14,701	145,163	14,404	137,385	+2.1	+19.2	+5.7
Durable goods, total	4,916	4,878	5,719	5,901	5,966	5,834	5,114	5,437	5,484	5,525	5,453	6,081	66,308	5,957	61,351	+2.1	+11.5	+8.1
Nondurable goods, total	6,168	5,992	6,823	6,563	6,477	6,256	6,266	6,413	6,124	6,269	6,884	8,620	78,855	8,447	76,034	+2.0	+25.2	+3.7
Dept. stores (excl. leased depts.)	896	922	1,080	1,062	1,036	988	1,000	1,071	968	1,015	1,343	1,996	13,377	1,889	12,309	+5.7	+48.6	+8.7
Dept. stores (incl. leased depts.) ¹	910	939	1,097	1,078	1,053	1,003	1,013	1,094	983	1,032	1,366	2,020	13,588	1,919	12,522	+5.3	+47.9	+8.5
GAF, total ²	2,661	2,675	3,076	2,977	2,968	2,860	2,808	2,988	2,802	2,858	3,679	5,561	37,913	5,344	36,085	+4.1	+51.2	+5.1
Illinois, total	7,338	7,210	8,606	8,398	8,952	8,939	8,464	8,704	8,607	8,889	9,385	11,034	104,526	10,538	99,787	+4.7	+17.6	+4.7
Nondurable goods, total	4,457	4,325	5,005	4,951	5,277	5,103	4,960	5,199	5,428	5,573	5,969	7,285	63,532	6,818	59,740	+6.8	+22.0	+6.3
Dept. stores (excl. leased depts.)	653	663	836	844	889	889	819	887	867	920	1,155	1,632	11,054	1,644	10,545	-.7	+41.3	+4.8
Dept. stores (incl. leased depts.) ¹	667	678	852	860	907	905	835	904	883	939	1,180	1,661	11,271	1,678	10,783	-1.0	+40.8	+4.5
GAF, total ²	1,741	1,741	2,116	2,104	2,260	2,266	2,092	2,311	2,261	2,298	2,818	4,081	28,089	4,083	26,688	.0	+44.8	+5.2
Indiana, total	3,724	3,831	4,309	4,141	4,544	4,507	4,345	4,650	4,263	4,397	4,720	5,465	52,896	5,271	49,406	+3.7	+15.8	+7.1
Nondurable goods, total	2,388	2,341	2,702	2,626	2,816	2,780	2,693	2,891	2,719	2,752	2,966	3,512	33,186	3,459	31,446	+1.5	+18.4	+5.5
Dept. stores (excl. leased depts.)	385	394	494	502	517	536	511	559	520	547	708	976	6,649	938	5,982	+4.1	+37.9	+11.2
Dept. stores (incl. leased depts.) ¹	391	398	500	508	523	542	517	566	525	552	716	986	6,724	950	6,070	+3.8	+37.7	+10.8
GAF, total ²	896	913	1,103	1,106	1,185	1,201	1,165	1,271	1,173	1,209	1,557	2,239	15,018	2,062	13,416	+8.6	+43.8	+11.9
Louisiana, total	2,701	2,596	2,983	3,025	3,183	3,191	3,170	3,431	3,111	3,191	3,210	3,723	37,515	3,551	35,230	+4.8	+16.0	+6.5
Nondurable goods, total	1,675	1,655	1,831	1,881	1,977	1,908	1,939	2,019	1,873	1,964	2,057	2,505	23,284	2,347	21,727	+6.7	+21.8	+7.2
Dept. stores (excl. leased depts.)	257	265	327	341	341	342	339	358	320	338	418	581	4,227	559	3,900	+3.9	+39.0	+8.4
Dept. stores (incl. leased depts.) ¹	259	267	330	344	344	344	341	362	323	341	421	585	4,261	562	3,936	+4.1	+39.0	+8.3
GAF, total ²	590	556	691	727	718	743	725	774	712	735	888	1,261	9,120	1,238	8,692	+1.9	+42.0	+4.9
Maryland, total	3,292	3,273	3,792	3,666	3,927	3,992	3,694	3,862	3,692	3,677	3,893	4,602	45,362	4,774	44,137	-3.6	+18.2	+2.8
Nondurable goods, total	1,889	1,832	2,091	2,101	2,173	2,133	2,060	2,079	2,023	2,067	2,249	2,803	25,500	2,824	25,335	-.7	+24.6	+7
Dept. stores (excl. leased depts.)	210	218	273	287	298	293	281	292	285	292	379	565	3,673	590	3,602	-4.2	+49.1	+2.0
Dept. stores (incl. leased depts.) ¹	215	226	281	296	306	301	288	301	294	300	389	578	3,775	604	3,707	-4.3	+48.6	+1.8
GAF, total ²	769	806	918	937	976	954	923	988	971	981	1,202	1,821	12,246	1,823	11,625	-.1	+51.5	+5.3
Massachusetts, total	3,838	3,841	4,369	4,264	4,497	4,563	4,224	4,606	4,502	4,562	4,824	5,659	53,749	5,633	52,369	+5	+17.3	+2.6
Nondurable goods, total	2,633	2,649	3,039	2,957	3,058	3,126	2,858	3,097	3,129	3,120	3,422	4,094	37,182	4,014	35,912	+2.0	+19.6	+3.5
Dept. stores (excl. leased depts.)	226	240	286	300	326	332	293	317	327	324	416	610	3,997	652	3,981	-6.4	+46.6	+4
Dept. stores (incl. leased depts.) ¹	232	245	294	308	334	340	301	325	336	333	426	625	4,099	668	4,101	-6.4	+46.7	.0
GAF, total ²	873	850	1,003	1,027	1,110	1,105	1,008	1,142	1,136	1,124	1,364	2,053	13,795	2,093	13,796	-1.9	+50.5	.0
Michigan, total	6,362	6,289	7,469	7,198	7,977	8,229	7,510	8,226	7,544	7,610	7,901	9,248	91,563	8,819	87,731	+4.9	+17.0	+4.4
Durable goods, total	2,668	2,759	3,352	3,142	3,721	3,881	3,293	3,839	3,295	3,316	3,374	3,727	40,367	3,443	38,316	+8.2	+10.5	+5.4
Nondurable goods, total	3,694	3,530	4,117	4,056	4,256	4,348	4,217	4,387	4,249	4,294	4,527	5,521	51,196	5,376	49,415	+2.7	+22.0	+3.6
Dept. stores (excl. leased depts.)	765	736	892	899	951	1,004	945	998	950	989	1,216	1,642	11,987	1,611	11,459	+1.9	+35.0	+4.6
Dept. stores (incl. leased depts.) ¹	776	743	906	913	964	1,017	953	1,010	963	1,004	1,234	1,662	12,145	1,635	11,620	+1.7	+34.7	+4.5
GAF, total ²	1,694	1,639	1,952	1,931	2,062	2,133	1,994	2,162	2,062	2,121	2,561	3,627	25,938	3,627	24,938	.0	+41.6	+4.0
Minnesota, total	3,176	3,066	3,528	3,567	3,786	3,817	3,628	3,826	3,769	3,718	3,792	4,296	43,969	4,322	42,053	-.6	+13.3	+4.6
Nondurable goods, total	1,974	1,811	2,108	2,182	2,266	2,313	2,254	2,308	2,265	2,248	2,334	2,745	26,808	2,773	25,681	-1.0	+17.6	+4.4
Dept. stores (excl. leased depts.)	290	291	345	336	368	385	349	408	384	392	473	658	4,679	652	4,414	+9	+39.1	+6.0
Dept. stores (incl. leased depts.) ¹	295	297	350	341	373	390	353	412	387	397	479	664	4,738	663	4,489	+2	+38.6	+5.5
GAF, total ²	723	714	846	815	890	932	876	1,013	966	955	1,126	1,568	11,424	1,543	11,140	+1.6	+39.3	+2.5
Missouri, total	3,713	3,699	4,477	4,275	4,558	4,619	4,372	4,465	4,254	4,240	4,381	4,994	52,047	5,088	48,823	-1.8	+14.0	+6.6
Nondurable goods, total	2,242	2,164	2,514	2,458	2,521	2,563	2,508	2,582	2,502	2,511	2,666	3,168	30,399	3,167	28,498	.0	+18.8	+6.7
Dept. stores (excl. leased depts.)	377	384	477	485	495	492	477	509	487	496	612	852	6,143	837	5,764	+1.8	+39.2	+6.6
Dept. stores (incl. leased depts.) ¹	379	388	479	488	498	495	480	513	492	500	618	860	6,190	843	5,814	+2.0	+39.2	+6.5
GAF, total ²	835	854	1,017	1,021	1,090	1,050	1,023	1,111	1,052	1,052	1,304	1,933	13,342	1,911	12,765	+1.2	+48.2	+4.5

Table 7. **Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States—Continued**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
New Jersey, total	5,167	4,980	6,037	5,779	6,340	6,648	6,410	6,690	6,166	6,053	6,414	7,466	74,150	7,597	72,652	-1.7	+16.4	+2.1
Nondurable goods, total	3,100	2,965	3,480	3,439	3,658	3,819	3,772	3,859	3,755	3,672	3,977	4,870	44,366	4,910	44,456	-8	+22.5	-2
Dept. stores (excl. leased depts.)	296	325	396	416	450	448	404	424	439	450	599	889	5,536	927	5,498	-4.1	+48.4	+7
Dept. stores (incl. leased depts.) ¹	304	334	405	428	461	459	413	435	450	461	613	907	5,670	944	5,634	-3.9	+48.0	+6
GAF, total ²	1,117	1,100	1,333	1,366	1,456	1,466	1,368	1,450	1,496	1,461	1,795	2,670	18,078	2,737	18,127	-2.4	+48.7	-3
New York, total	9,991	9,292	11,035	10,911	11,942	11,976	11,261	12,032	11,305	11,542	11,966	13,995	137,248	14,050	134,134	-4	+17.0	+2.3
Durable goods, total	3,480	3,180	4,127	4,053	4,623	4,825	4,347	4,846	4,251	4,416	4,325	4,803	51,276	4,747	49,109	+1.2	+11.1	+4.4
Nondurable goods, total	6,511	6,112	6,908	6,858	7,319	7,151	6,914	7,186	7,054	7,126	7,641	9,192	85,972	9,303	85,025	-1.2	+20.3	+1.1
Dept. stores (excl. leased depts.)	571	618	748	759	853	845	768	812	846	838	1,115	1,581	10,354	1,668	10,381	-5.2	+41.8	-3
Dept. stores (incl. leased depts.) ¹	584	634	766	776	873	863	785	831	867	855	1,143	1,611	10,588	1,699	10,621	-5.2	+40.9	-3
GAF, total ²	2,418	2,369	2,793	2,822	3,081	3,137	2,924	3,157	3,212	3,144	3,830	5,564	38,451	5,638	37,943	-1.3	+45.3	+1.3
North Carolina, total	4,554	4,590	5,513	5,322	5,541	5,601	5,604	5,700	5,444	5,435	5,590	6,589	65,483	6,286	59,911	+4.8	+17.9	+9.3
Nondurable goods, total	2,626	2,643	2,995	3,013	3,066	3,040	3,112	3,235	2,955	3,042	3,227	3,874	36,828	3,749	35,045	+3.3	+20.0	+5.1
Dept. stores (excl. leased depts.)	371	383	490	510	505	502	499	524	489	524	674	946	6,417	896	5,909	+5.6	+40.4	+8.6
Dept. stores (incl. leased depts.) ¹	377	387	496	517	512	508	504	530	495	530	683	956	6,495	906	5,993	+5.5	+40.0	+8.4
GAF, total ²	1,012	1,064	1,306	1,308	1,344	1,359	1,333	1,436	1,398	1,413	1,767	2,575	17,315	2,421	15,491	+6.4	+45.7	+11.8
Ohio, total	7,214	7,116	8,564	8,392	9,304	9,156	8,845	9,219	8,444	8,547	9,025	10,645	104,471	10,361	98,034	+2.7	+18.0	+6.6
Nondurable goods, total	4,590	4,507	5,174	5,156	5,450	5,357	5,352	5,538	5,145	5,178	5,534	6,615	63,596	6,735	61,734	-1.8	+19.5	+3.0
Dept. stores (excl. leased depts.)	625	644	820	828	853	888	851	915	873	889	1,164	1,623	10,973	1,603	10,380	+1.2	+39.4	+5.7
Dept. stores (incl. leased depts.) ¹	640	659	838	847	872	907	868	936	892	907	1,189	1,652	11,207	1,635	10,632	+1.0	+38.9	+5.4
GAF, total ²	1,604	1,626	1,962	1,957	2,202	2,165	2,048	2,293	2,225	2,218	2,787	4,118	27,205	3,888	24,999	+5.9	+47.8	+8.8
Pennsylvania, total	7,317	7,061	8,469	8,352	8,977	8,996	8,542	9,130	8,630	8,782	9,314	10,661	104,231	10,565	101,006	+9	+14.5	+3.2
Durable goods, total	2,663	2,610	3,291	3,222	3,613	3,674	3,401	3,843	3,425	3,391	3,457	3,659	40,249	3,570	38,725	+2.5	+5.8	+3.9
Nondurable goods, total	4,654	4,451	5,178	5,130	5,364	5,322	5,141	5,287	5,205	5,391	5,857	7,002	63,982	6,995	62,281	+1.1	+19.5	+2.7
Dept. stores (excl. leased depts.)	535	549	715	752	782	783	739	780	741	809	1,129	1,560	9,874	1,545	9,443	+1.0	+38.2	+4.6
Dept. stores (incl. leased depts.) ¹	552	563	734	773	803	804	758	803	760	829	1,159	1,592	10,130	1,578	9,738	+9	+37.4	+4.0
GAF, total ²	1,563	1,549	1,896	1,967	2,031	2,027	1,929	2,144	2,021	2,101	2,701	3,875	25,804	3,825	24,550	+1.3	+43.5	+5.1
Tennessee, total	3,303	3,306	3,955	3,998	4,212	4,243	4,171	4,382	4,063	4,098	4,303	5,009	49,043	4,747	45,661	+5.5	+16.4	+7.4
Nondurable goods, total	1,921	1,927	2,235	2,295	2,389	2,391	2,379	2,521	2,327	2,354	2,571	3,153	28,463	2,889	26,267	+9.1	+22.6	+8.4
Dept. stores (excl. leased depts.)	322	334	425	429	429	430	429	455	432	459	585	805	5,534	759	5,062	+6.1	+37.6	+9.3
Dept. stores (incl. leased depts.) ¹	325	337	428	432	432	433	431	458	435	462	589	809	5,571	765	5,113	+5.8	+37.4	+9.0
GAF, total ²	808	795	983	1,017	1,044	1,026	1,021	1,078	1,026	1,089	1,379	1,917	13,183	1,856	12,250	+3.3	+39.0	+7.6
Texas, total	11,784	11,697	13,916	13,208	14,336	14,397	13,987	14,365	13,410	13,315	13,623	16,351	164,389	16,185	153,211	+1.0	+20.0	+7.3
Durable goods, total	4,887	5,003	6,212	5,534	6,385	6,612	6,115	6,354	5,904	5,709	5,694	6,546	70,955	6,287	63,134	+4.1	+15.0	+12.4
Nondurable goods, total	6,897	6,694	7,704	7,674	7,951	7,785	7,872	8,011	7,506	7,606	7,929	9,805	93,434	9,898	90,077	-9	+23.7	+3.7
Dept. stores (excl. leased depts.)	1,142	1,180	1,406	1,434	1,495	1,470	1,503	1,581	1,402	1,447	1,747	2,642	18,449	2,538	17,229	+4.1	+51.2	+7.1
Dept. stores (incl. leased depts.) ¹	1,153	1,192	1,419	1,447	1,508	1,482	1,514	1,595	1,413	1,458	1,762	2,662	18,605	2,562	17,410	+3.9	+51.1	+6.9
GAF, total ²	2,925	2,885	3,386	3,375	3,607	3,507	3,500	3,860	3,500	3,528	4,237	6,387	44,697	6,263	42,733	+2.0	+50.7	+4.6
Virginia, total	4,723	4,681	5,478	5,368	5,879	5,670	5,637	5,818	5,369	5,478	5,670	6,590	66,361	6,452	62,068	+2.1	+16.2	+6.9
Nondurable goods, total	2,871	2,787	3,179	3,284	3,424	3,336	3,284	3,431	3,237	3,302	3,511	4,195	39,841	4,204	37,976	-2	+19.5	+4.9
Dept. stores (excl. leased depts.)	293	310	391	413	419	409	410	428	414	431	557	796	5,271	780	5,000	+2.1	+42.9	+5.4
Dept. stores (incl. leased depts.) ¹	299	316	398	421	426	415	417	436	422	439	566	807	5,362	792	5,095	+1.9	+42.6	+5.2
GAF, total ²	1,062	1,054	1,249	1,245	1,331	1,291	1,268	1,416	1,359	1,342	1,677	2,462	16,756	2,393	16,022	+2.9	+46.8	+4.6
Wisconsin, total	3,233	3,208	3,904	3,818	4,192	4,185	3,953	4,480	4,164	4,256	4,726	5,402	49,521	5,053	46,250	+6.9	+14.3	+7.1
Durable goods, total	1,313	1,338	1,826	1,773	1,936	2,006	1,832	2,163	1,980	1,943	1,890	2,032	22,032	1,801	19,422	+12.8	+7.5	+13.4
Nondurable goods, total	1,920	1,870	2,078	2,045	2,256	2,179	2,121	2,317	2,184	2,313	2,836	3,370	27,489	3,252	26,828	+3.6	+18.8	+2.5
Dept. stores (excl. leased depts.)	276	282	352	356	379	391	353	406	378	395	513	697	4,778	686	4,504	+1.6	+35.9	+6.1
Dept. stores (incl. leased depts.) ¹	280	287	358	363	386	398	360	413	384	402	522	709	4,862	701	4,597	+1.1	+35.8	+5.8
GAF, total ²	724	691	831	852	889	894	854	968	918	967	1,141	1,556	11,285	1,600	10,729	-2.8	+36.4	+5.2

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²GAF represents stores which specialize in department store types of merchandise. (See appendix A.)^PPreliminary estimates.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
Atlanta, GA MSA, total	2,214	2,187	2,657	2,487	2,846	2,795	2,694	2,776	2,625	2,668	2,909	3,605	32,463	3,223	29,548	+11.9	+23.9	+9.9
Nondurable goods, total	1,218	1,245	1,430	1,414	1,565	1,521	1,515	1,609	1,523	1,562	1,709	2,049	18,360	1,890	17,000	+8.4	+19.9	+8.0
Dept. stores (excl. leased depts.)	174	191	241	237	247	238	230	261	245	260	345	489	3,158	460	2,950	+6.3	+41.7	+7.1
Dept. stores (incl. leased depts.) ²	177	194	245	242	251	242	234	266	249	264	352	496	3,212	467	3,002	+6.2	+40.9	+7.0
GAF, total ³	632	661	788	775	825	815	784	875	831	866	1,090	1,610	10,552	1,463	9,530	+10.0	+47.7	+10.7
Baltimore, MD MSA, total	1,526	1,506	1,768	1,643	1,780	1,792	1,676	1,747	1,698	1,689	1,772	2,083	20,680	2,224	19,797	-6.3	+17.6	+4.5
Nondurable goods, total	858	852	968	949	994	981	922	959	942	952	1,048	1,320	11,745	1,319	11,120	+1	+26.0	+5.6
Dept. stores (excl. leased depts.)	94	98	126	132	137	134	126	132	130	132	175	259	1,675	273	1,637	-5.1	+48.0	+2.3
Dept. stores (incl. leased depts.) ²	96	101	130	136	141	138	129	136	134	136	180	266	1,723	280	1,682	-5.0	+47.8	+2.4
GAF, total ³	348	352	419	437	445	442	416	441	432	443	554	845	5,574	867	5,245	-2.5	+52.5	+6.3
Boston-Lawrence-Salem-Lowell-Brockton, MA NECMA, total	2,518	2,520	2,874	2,712	2,916	2,874	2,650	2,861	2,878	2,853	3,004	3,605	34,265	3,668	34,035	-1.7	+20.0	+7
Nondurable goods, total	1,732	1,724	1,987	1,881	1,943	1,892	1,743	1,875	1,933	1,892	2,052	2,488	23,142	2,561	23,232	-2.9	+21.2	-4
Dept. stores (excl. leased depts.)	129	140	164	172	188	188	163	176	191	185	230	345	2,271	376	2,290	-8.2	+50.0	-8
Dept. stores (incl. leased depts.) ²	132	144	168	177	193	194	167	182	197	190	237	355	2,336	385	2,361	-7.8	+49.8	-1.1
GAF, total ³	562	554	646	660	724	712	637	730	742	722	880	1,340	8,909	1,348	8,799	-6	+52.3	+1.3
Chicago-Gary-Lake County, IL-IN-WI CMSA, total	5,631	5,470	6,503	6,303	6,672	6,790	6,411	6,563	6,304	6,510	6,907	8,076	78,140	8,235	76,598	-1.9	+16.9	+2.0
Nondurable goods, total	3,387	3,259	3,735	3,689	3,946	3,830	3,746	3,936	3,859	3,972	4,262	5,164	46,785	5,172	45,450	-2	+21.2	+2.9
Dept. stores (excl. leased depts.)	431	440	557	558	593	595	543	592	587	625	781	1,124	7,426	1,134	7,093	-9	+43.9	+4.7
Dept. stores (incl. leased depts.) ²	443	452	570	572	608	609	555	606	600	640	801	1,151	7,607	1,164	7,289	-1.1	+43.7	+4.4
GAF, total ³	1,341	1,348	1,636	1,610	1,734	1,751	1,609	1,776	1,742	1,784	2,183	3,211	21,725	3,187	20,746	+8	+47.1	+4.7
Chicago, IL PMSA, total	4,220	4,162	4,963	4,778	5,111	5,095	4,808	4,880	4,751	4,910	5,220	6,098	58,996	6,227	57,421	-2.1	+16.8	+2.7
Nondurable goods, total	2,508	2,460	2,804	2,757	2,966	2,834	2,727	2,876	2,866	2,955	3,188	3,887	34,828	3,883	33,703	+1	+21.9	+3.3
Dept. stores (excl. leased depts.)	320	328	416	412	441	439	398	433	439	470	582	838	5,516	853	5,325	-1.8	+44.0	+3.6
Dept. stores (incl. leased depts.) ²	330	338	426	424	453	451	408	444	450	482	598	860	5,664	878	5,486	-2.1	+43.8	+3.2
GAF, total ³	1,034	1,036	1,255	1,246	1,340	1,347	1,229	1,342	1,347	1,385	1,665	2,416	16,642	2,413	15,741	+1	+45.1	+5.7
Chicago, IL City, total	1,088	1,007	1,205	1,218	1,246	1,234	1,230	1,243	1,274	1,310	1,359	1,594	15,008	1,548	13,970	+3.0	+17.3	+7.4
Nondurable goods, total	799	742	871	876	902	871	870	890	920	963	1,006	1,193	10,903	1,150	10,018	+3.7	+18.6	+8.8
Dept. stores (excl. leased depts.)	83	85	103	105	114	114	102	109	113	124	148	207	1,407	215	1,386	-3.7	+39.9	+1.5
Dept. stores (incl. leased depts.) ²	87	88	107	110	118	118	105	113	117	129	155	216	1,463	224	1,452	-3.6	+39.4	+8
GAF, total ³	299	293	354	361	384	385	339	372	375	394	456	623	4,635	660	4,424	-5.6	+36.6	+4.8
Cincinnati-Hamilton, OH-KY-IN CMSA, total	1,120	1,106	1,370	1,304	1,419	1,421	1,308	1,331	1,259	1,301	1,408	1,731	16,078	1,679	15,289	+3.1	+22.9	+5.2
Nondurable goods, total	712	694	804	798	833	801	792	807	770	787	862	1,046	9,706	1,047	9,557	-1	+21.3	+1.6
Dept. stores (excl. leased depts.)	85	91	120	119	127	126	119	132	133	129	179	249	1,609	233	1,531	+6.9	+39.1	+5.1
Dept. stores (incl. leased depts.) ²	86	92	122	122	129	129	121	135	136	132	183	254	1,641	238	1,565	+6.7	+38.8	+4.9
GAF, total ³	265	271	332	333	358	360	341	363	357	373	480	719	4,552	668	4,311	+7.6	+49.8	+5.6
Cleveland-Akron-Lorain, OH CMSA, total	1,768	1,738	2,149	2,034	2,361	2,263	2,144	2,255	1,982	2,006	2,214	2,686	25,600	2,619	23,983	+2.6	+21.3	+6.7
Nondurable goods, total	1,044	1,009	1,176	1,155	1,215	1,229	1,197	1,224	1,168	1,157	1,241	1,564	14,379	1,624	13,865	-3.7	+26.0	+3.7
Dept. stores (excl. leased depts.)	124	130	168	167	175	183	178	191	184	187	239	351	2,277	345	2,178	+1.7	+46.9	+4.5
Dept. stores (incl. leased depts.) ²	128	133	173	172	181	189	182	197	189	192	247	358	2,341	354	2,251	+1.1	+44.9	+4.0
GAF, total ³	387	386	476	469	497	505	476	543	520	536	670	1,003	6,468	966	6,118	+3.8	+49.7	+5.7
Cleveland, OH PMSA, total	1,117	1,090	1,329	1,258	1,523	1,458	1,346	1,383	1,215	1,216	1,405	1,683	16,023	1,714	14,943	-1.8	+19.8	+7.2
Dept. stores (excl. leased depts.)	78	82	106	105	111	117	112	119	117	118	149	218	1,432	216	1,384	+9	+46.3	+3.5
Dept. stores (incl. leased depts.) ²	81	84	109	108	115	120	115	123	120	121	153	223	1,472	223	1,429	.0	+45.8	+3.0
GAF, total ³	265	259	320	316	338	344	325	350	341	349	429	639	4,275	644	4,151	-8	+49.0	+3.0
Dallas-Fort Worth, TX CMSA, total	3,217	3,210	3,872	3,579	3,816	3,903	3,821	3,795	3,656	3,607	3,718	4,490	44,684	4,456	40,599	+8	+20.8	+10.1
Nondurable goods, total	1,806	1,737	2,001	2,039	2,053	2,024	2,014	2,027	1,906	1,975	2,048	2,535	24,165	2,542	23,078	-3	+23.8	+4.7
Dept. stores (excl. leased depts.)	264	270	328	333	356	353	351	373	339	347	435	680	4,429	638	4,133	+6.6	+56.3	+7.2
Dept. stores (incl. leased depts.) ²	267	274	332	338	361	358	356	377	344	352	440	688	4,487	646	4,195	+6.5	+56.4	+7.0
GAF, total ³	811	792	927	916	995	982	964	1,067	986	1,001	1,237	1,889	12,567	1,775	11,564	+6.4	+52.7	+8.7
Denver-Boulder, CO CMSA, total	1,432	1,315	1,614	1,571	1,687	1,770	1,705	1,792	1,750	1,770	1,857	2,247	20,510	2,105	19,237	+6.7	+21.0	+6.6
Nondurable goods, total	768	746	890	854	897	923	877	924	889	916	970	1,258	10,912	1,202	10,247	+4.7	+29.7	+6.5
Dept. stores (

Table 8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Continued

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1995													1994		Percent change		
																Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995	
Houston, TX PMSA, total	2,288	2,247	2,676	2,527	2,776	2,757	2,759	2,800	2,639	2,619	2,679	3,278	32,045	3,173	30,026	+3.3	+22.4	+6.7
Nondurable goods, total	1,405	1,377	1,541	1,578	1,678	1,614	1,676	1,700	1,552	1,606	1,676	2,094	19,497	1,981	18,485	+5.7	+24.9	+5.5
Dept. stores (excl. leased depts.)	200	203	246	252	261	259	266	281	242	252	311	485	3,258	471	3,013	+3.0	+55.9	+8.1
Dept. stores (incl. leased depts.) ²	202	206	249	255	265	262	269	284	245	255	315	489	3,296	476	3,056	+2.7	+55.2	+7.9
GAF, total ³	603	597	697	703	746	729	729	795	706	709	867	1,343	9,224	1,333	8,719	+2.8	+54.9	+5.8
Kansas City, MO-KS MSA, total	1,105	1,061	1,320	1,266	1,373	1,470	1,430	1,466	1,390	1,363	1,386	1,588	16,214	1,594	14,950	-4	+14.6	+8.5
Dept. stores (excl. leased depts.)	116	115	144	142	150	150	141	155	140	145	180	261	1,839	266	1,791	-1.9	+45.0	+2.7
Dept. stores (incl. leased depts.) ²	116	116	146	143	151	150	142	156	141	146	182	263	1,852	269	1,809	-2.2	+44.5	+2.4
GAF, total ³	281	270	327	317	353	347	332	374	337	342	423	634	4,337	620	4,145	+2.3	+49.9	+4.6
Los Angeles-Anaheim-Riverside, CA CMSA, total	9,354	9,138	10,373	10,099	10,701	10,729	10,446	10,762	10,293	10,402	10,895	12,901	126,093	12,616	121,446	+2.3	+18.4	+3.8
Nondurable goods, total	5,584	5,297	5,954	5,831	6,074	6,063	6,033	6,150	5,926	5,933	6,290	7,777	72,912	7,823	71,501	-6	+23.6	+2.0
Dept. stores (excl. leased depts.)	630	630	750	756	789	798	787	798	774	771	971	1,569	10,023	1,563	9,787	+4	+61.6	+2.4
Dept. stores (incl. leased depts.) ²	642	645	766	772	806	814	801	814	790	786	989	1,594	10,219	1,589	10,007	+3	+61.2	+2.1
GAF, total ³	2,435	2,384	2,775	2,683	2,728	2,771	2,702	2,848	2,715	2,731	3,268	4,917	34,957	4,937	34,371	-4	+50.5	+1.7
Anaheim-Santa Ana, CA PMSA, total	1,975	1,878	2,168	2,160	2,196	2,182	2,162	2,229	2,139	2,160	2,210	2,782	26,241	2,659	25,653	+4.6	+25.9	+2.3
Dept. stores (excl. leased depts.)	121	122	145	146	152	154	158	155	152	150	195	316	1,966	309	1,891	+2.3	+62.1	+4.0
Dept. stores (incl. leased depts.) ²	123	124	148	149	155	157	160	158	155	152	199	322	2,002	315	1,933	+2.2	+61.8	+3.6
GAF, total ³	602	573	671	637	582	595	597	630	595	592	710	1,051	7,835	1,107	8,125	-5.1	+48.0	-3.6
Los Angeles-Long Beach, CA PMSA, total	5,460	5,385	6,068	5,896	6,286	6,275	6,141	6,297	5,972	6,073	6,304	7,321	73,478	7,294	70,835	+4	+16.1	+3.7
Nondurable goods, total	3,221	3,075	3,444	3,386	3,517	3,521	3,517	3,604	3,469	3,477	3,635	4,352	42,218	4,421	41,277	-1.6	+19.7	+2.3
Dept. stores (excl. leased depts.)	333	332	397	398	421	425	416	428	415	410	511	827	5,313	834	5,171	-8	+61.8	+2.7
Dept. stores (incl. leased depts.) ²	340	340	405	406	430	433	423	437	424	418	521	841	5,418	849	5,292	-9	+61.4	+2.4
GAF, total ³	1,358	1,339	1,559	1,507	1,589	1,621	1,570	1,657	1,593	1,606	1,850	2,774	20,023	2,787	19,268	-5	+49.9	+3.9
Los Angeles, CA City, total	1,777	1,688	1,899	1,854	1,953	2,002	1,956	2,039	1,938	1,967	2,058	2,357	23,488	2,344	22,962	+6	+14.5	+2.3
Nondurable goods, total	1,126	1,051	1,179	1,187	1,229	1,217	1,234	1,251	1,214	1,223	1,262	1,440	14,613	1,462	14,477	-1.5	+14.1	+9
Dept. stores (excl. leased depts.)	80	82	98	98	107	104	104	105	101	101	124	191	1,295	198	1,126	-3.5	+54.0	+15.0
Dept. stores (incl. leased depts.) ²	82	84	100	100	109	106	106	108	103	103	127	196	1,324	203	1,159	-3.4	+54.3	+14.2
GAF, total ³	424	426	479	482	496	495	490	508	498	515	570	828	6,211	808	5,829	+2.5	+45.3	+6.6
Miami-Fort Lauderdale, FL CMSA, total	2,926	2,930	3,271	3,020	3,266	3,076	2,989	3,181	3,126	3,207	3,396	4,011	38,399	4,002	36,199	+2	+18.1	+6.1
Nondurable goods, total	1,490	1,419	1,611	1,554	1,573	1,535	1,541	1,593	1,564	1,598	1,718	2,141	19,337	2,073	18,425	+3.3	+24.6	+4.9
Dept. stores (excl. leased depts.)	179	187	212	214	216	204	205	226	204	205	275	415	2,742	392	2,559	+5.9	+50.9	+7.2
Dept. stores (incl. leased depts.) ²	183	192	217	219	222	208	209	232	210	210	281	422	2,805	399	2,612	+5.8	+50.2	+7.4
GAF, total ³	754	735	813	795	837	802	801	846	784	810	1,004	1,523	10,504	1,522	10,302	+1	+51.7	+2.0
Miami-Hialeah, FL PMSA, total	1,600	1,506	1,680	1,610	1,769	1,698	1,655	1,774	1,746	1,818	1,896	2,197	20,949	2,176	19,661	+1.0	+15.9	+6.6
Nondurable goods, total	864	801	911	881	902	888	892	927	912	947	998	1,199	11,122	1,236	10,764	-3.0	+20.1	+3.3
Dept. stores (excl. leased depts.)	99	102	116	118	122	114	115	127	115	114	154	224	1,520	214	1,429	+4.7	+45.5	+6.4
Dept. stores (incl. leased depts.) ²	100	104	118	120	124	116	117	130	117	116	157	228	1,547	217	1,455	+5.1	+45.2	+6.3
GAF, total ³	471	458	508	496	527	518	522	547	508	524	633	920	6,632	933	6,356	-1.4	+45.3	+4.3
Milwaukee-Racine, WI CMSA, total	1,031	1,078	1,303	1,215	1,363	1,336	1,203	1,368	1,271	1,239	1,348	1,574	15,329	1,501	14,490	+4.9	+16.8	+5.8
Dept. stores (excl. leased depts.)	85	89	112	115	117	122	108	123	119	125	163	223	1,501	225	1,449	-9	+36.8	+3.6
Dept. stores (incl. leased depts.) ²	87	91	114	117	120	124	110	126	121	128	167	229	1,534	231	1,481	-9	+37.1	+3.6
GAF, total ³	227	228	272	274	291	290	260	299	289	299	374	537	3,640	533	3,611	+8	+43.6	+8
Milwaukee, WI PMSA, total	868	899	1,062	1,018	1,136	1,107	1,023	1,153	1,068	1,070	1,155	1,332	12,891	1,259	12,268	+5.8	+15.3	+5.1
Dept. stores (excl. leased depts.)	76	80	100	103	105	109	96	111	107	113	146	199	1,345	200	1,293	-5	+36.3	+4.0
Dept. stores (incl. leased depts.) ²	78	81	102	105	107	111	98	113	108	115	150	205	1,373	205	1,321	-0	+36.7	+3.9
GAF, total ³	203	205	244	243	259	257	229	264	256	265	332	474	3,231	475	3,221	-2	+42.8	+3
Minneapolis-St. Paul, MN-WI MSA, total	2,139	2,066	2,342	2,333	2,451	2,416	2,268	2,456	2,453	2,426	2,489	2,795	28,634	2,822	27,718	-1.0	+12.3	+3.3
Dept. stores (excl. leased depts.)	194	196	227	216	236	245	220	258	245	255	305	421	3,018	422	2,885	-2	+38.0	+4.6
Dept. stores (incl. leased depts.) ²	198	201	230	221	239	248	223	262	249	259	309	426	3,065	431	2,941	-1.2	+37.9	+4.2
GAF, total ³	492	488	559	536	564	586	537	613	589	601	704	979	7,248	979	7,124	-0	+39.1	+1.7
New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA, total	10,780	10,182	12,009	11,589	12,687	12,943	11,854	12,556	12,218	12,142	12,920	15,326	147,206	15,674	145,599	-2.2	+18.6	+1.1
Nondurable goods, total	6,795	6,355	7,259	7,177	7,551	7,502	7,166	7,385	7,493	7,515	8,155	9,938	90,291	10,167	92,533	-2.3	+21.9	-2.4
Dept. stores (excl. leased depts.)	549	621	725	743	842	813	720	758	817	808	1,055	1,552	10,003	1,684	10,238	-7.8	+47.1	-2.3
Dept. stores (incl. leased depts.) ²	564	638	744	763	862	833	736	778	838	828	1,083	1,587	10,254	1,717	10,479	-7.6	+46.5	-2.1
GAF, total ³	2,701	2,685	3,124	3,152	3,426	3,448	3,162	3,412	3,565	3,467	4,165	6,085	42,392	6,203	42,116	-1.9	+46.1	+7
Nassau-Suffolk, NY PMSA, total	2,207	1,931	2,350	2,244	2,423	2,455	2,338	2,400	2,380	2,312	2,386							

Table 8. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Continued

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1995														1994		Percent change		
																	Dec. 1995 from		12 mos. 1995 from 12 mos. 1994
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Total	Dec.	Total	Dec. 1994	Nov. 1995		
Philadelphia-Wilmington-Trenton, PA-NJ-DE CMSA, total	3,924	3,730	4,478	4,347	4,573	4,591	4,391	4,688	4,399	4,537	4,762	5,469	53,889	5,507	54,106	-7	+14.8	-4	
Nondurable goods, total	2,378	2,267	2,612	2,584	2,692	2,654	2,541	2,609	2,605	2,709	2,961	3,563	32,175	3,562	31,487	.0	+20.3	+2.2	
Dept. stores (excl. leased depts.)	248	256	324	345	364	354	322	336	338	365	491	741	4,484	758	4,454	-2.2	+50.9	+7	
Dept. stores (incl. leased depts.) ²	256	263	333	355	374	364	331	346	347	374	503	757	4,603	771	4,573	-1.8	+50.5	+7	
GAF, total ³	843	818	995	1,021	1,068	1,062	975	1,067	1,071	1,080	1,345	2,023	13,368	2,014	12,734	+4	+50.4	+5.0	
Philadelphia, PA-NJ PMSA, total	3,186	3,027	3,569	3,506	3,678	3,656	3,513	3,788	3,525	3,642	3,834	4,452	43,376	4,453	43,477	.0	+16.1	-2	
Nondurable goods, total	1,957	1,842	2,120	2,092	2,156	2,140	2,037	2,095	2,117	2,176	2,361	2,863	25,956	2,895	25,337	-1.1	+21.3	+2.4	
Dept. stores (excl. leased depts.)	197	200	254	270	287	275	249	260	262	284	380	579	3,497	598	3,495	-3.2	+52.4	+1	
Dept. stores (incl. leased depts.) ²	203	206	260	277	294	282	256	267	268	291	389	591	3,584	610	3,586	-3.1	+51.9	-1	
GAF, total ³	699	681	820	841	885	880	794	887	885	885	1,104	1,674	11,035	1,665	10,487	+5	+51.6	+5.2	
Philadelphia, PA City, total	648	615	703	670	708	666	637	667	695	677	730	867	8,283	910	8,356	-4.7	+18.8	-9	
Dept. stores (excl. leased depts.)	32	30	39	41	44	42	39	40	39	43	56	84	529	89	514	-5.6	+50.0	+2.9	
Dept. stores (incl. leased depts.) ²	34	31	40	43	45	44	41	41	40	44	58	86	547	91	534	-5.5	+48.3	+2.4	
Phoenix, AZ MSA, total	1,736	1,734	1,914	1,812	1,921	1,865	1,778	1,919	1,793	1,853	1,942	2,296	22,563	2,235	21,356	+2.7	+18.2	+5.7	
Nondurable goods, total	140	148	178	165	171	162	153	170	151	163	205	331	2,137	314	1,984	+5.4	+61.5	+7.7	
Dept. stores (incl. leased depts.) ²	142	151	181	168	174	164	155	173	153	165	209	336	2,171	320	2,020	+5.0	+60.8	+7.5	
GAF, total ³	424	419	492	456	490	472	440	504	456	474	572	882	6,081	867	5,886	+1.7	+54.2	+3.3	
Pittsburgh-Beaver Valley, PA CMSA, total	1,244	1,199	1,417	1,424	1,553	1,551	1,447	1,568	1,416	1,441	1,597	1,882	17,739	1,956	17,497	-3.8	+17.8	+1.4	
Nondurable goods, total	844	797	927	930	977	978	950	988	958	965	1,071	1,331	11,716	1,335	11,416	-3	+24.3	+2.6	
Dept. stores (excl. leased depts.)	107	114	148	152	157	159	150	162	152	164	236	321	2,022	325	1,948	-1.2	+36.0	+3.8	
Dept. stores (incl. leased depts.) ²	110	117	153	158	162	164	155	168	157	170	245	331	2,090	336	2,032	-1.5	+35.1	+2.9	
GAF, total ³	292	301	377	380	393	386	364	413	392	401	535	785	5,019	819	4,970	-4.2	+46.7	+1.0	
Pittsburgh, PA PMSA, total	1,186	1,136	1,335	1,345	1,467	1,469	1,377	1,483	1,349	1,380	1,524	1,797	16,848	1,855	16,537	-3.1	+17.9	+1.9	
Nondurable goods, total	808	762	886	886	933	934	907	942	918	926	1,025	1,272	11,199	1,275	10,918	-2	+24.1	+2.6	
Dept. stores (excl. leased depts.)	97	103	135	139	143	144	136	147	139	150	215	293	1,841	297	1,773	-1.3	+36.3	+3.8	
Dept. stores (incl. leased depts.) ²	100	107	140	144	147	149	140	152	144	155	223	302	1,903	307	1,850	-1.6	+35.4	+2.9	
GAF, total ³	273	281	355	355	369	361	341	385	369	378	503	734	4,704	765	4,664	-4.1	+45.9	+9	
St. Louis, MO-IL MSA, total	1,740	1,731	2,171	1,968	2,182	2,249	2,096	2,153	2,041	2,063	2,125	2,363	24,882	2,457	22,965	-3.8	+11.2	+8.3	
Dept. stores (excl. leased depts.)	171	174	222	222	225	220	213	224	223	221	284	400	2,799	417	2,724	-4.1	+40.8	+2.8	
Dept. stores (incl. leased depts.) ²	172	176	225	226	228	224	215	227	226	225	288	405	2,837	422	2,763	-4.0	+40.6	+2.7	
GAF, total ³	425	425	505	504	534	525	511	555	521	522	662	978	6,667	994	6,545	-1.6	+47.7	+1.9	
San Diego, CA MSA, total	1,547	1,496	1,692	1,715	1,803	1,701	1,754	1,801	1,687	1,764	1,833	2,175	20,968	2,145	20,032	+1.4	+18.7	+4.7	
Nondurable goods, total	886	871	984	976	1,015	914	953	991	944	980	1,038	1,305	11,857	1,286	11,641	+1.5	+25.7	+1.9	
Dept. stores (excl. leased depts.)	114	111	131	133	137	140	145	148	137	137	175	283	1,791	276	1,742	+2.5	+61.7	+2.8	
Dept. stores (incl. leased depts.) ²	116	113	133	136	140	142	146	150	140	140	178	287	1,821	283	1,791	+1.4	+61.2	+1.7	
GAF, total ³	470	447	517	512	542	555	542	578	545	550	665	985	6,908	992	6,665	-7	+48.1	+3.6	
San Francisco-Oakland-San Jose, CA CMSA, total	4,161	4,095	4,623	4,539	4,854	5,123	5,027	5,130	5,182	4,922	5,056	6,118	58,830	6,059	55,995	+1.0	+21.0	+5.1	
Nondurable goods, total	2,761	2,636	2,963	2,930	3,055	3,122	3,129	3,161	3,043	3,055	3,250	3,952	37,057	3,935	35,400	+4	+21.6	+4.7	
Dept. stores (excl. leased depts.)	266	274	319	323	342	354	361	370	352	353	449	717	4,480	708	4,381	+1.3	+59.7	+2.3	
Dept. stores (incl. leased depts.) ²	271	280	326	331	350	361	367	377	359	359	457	728	4,566	719	4,472	+1.3	+59.3	+2.1	
GAF, total ³	1,245	1,230	1,409	1,398	1,488	1,549	1,539	1,612	1,539	1,543	1,819	2,738	19,109	2,654	18,292	+3.2	+50.5	+4.5	
Oakland, CA PMSA, total	1,317	1,324	1,481	1,468	1,570	1,602	1,562	1,591	1,503	1,540	1,613	1,966	18,537	1,873	17,653	+5.0	+21.9	+5.0	
Dept. stores (excl. leased depts.)	85	86	102	103	108	113	114	117	111	109	145	237	1,430	229	1,386	+3.5	+63.4	+3.2	
Dept. stores (incl. leased depts.) ²	86	88	103	104	109	114	115	119	112	111	147	241	1,449	232	1,409	+3.9	+63.9	+2.8	
San Francisco, CA PMSA, total	1,144	1,111	1,272	1,250	1,367	1,413	1,427	1,436	1,424	1,405	1,416	1,730	16,395	1,723	15,322	+4	+22.2	+7.0	
Nondurable goods, total	868	821	928	913	988	1,005	1,004	999	989	979	1,050	1,223	11,767	1,245	11,181	-1.8	+16.5	+5.2	
Dept. stores (excl. leased depts.)	66	67	79	80	86	86	90	92	90	89	108	167	1,100	172	1,120	-2.9	+54.6	-1.8	
Dept. stores (incl. leased depts.) ²	67	69	80	81	87	87	91	93	91	90	109	169	1,114	175	1,138	-3.4	+55.0	-2.1	
GAF, total ³	387	380	442	447	476	517	526	529	508	502	579	857	6,150	821	5,761	+4.4	+48.0	+6.8	
Seattle-Tacoma, WA CMSA, total	1,956	1,908	2,230	2,165	2,411	2,384	2,265	2,455	2,319	2,259	2,416	3,044	27,812	2,774	25,926	+9.7	+26.0	+7.3	
Dept. stores (excl. leased depts.)	124	131	150	152	169	164	161	192	172	173	216	328	2,132	304	2,019	+7.9	+51.9	+5.6	
Dept. stores (incl. leased depts.) ²	126	133	152	155	171	167	164	195	176	176	220	333	2,168	309	2,080	+7.8	+51.4	+4.2	
GAF, total ³	509	483	559	556	588	615	613	669	613	609	734	1,136	7,684	1,084	7,377	+4.8	+54.8	+4.2	

Figure 5.
Estimated Monthly Retail Sales, End of Month Inventories,
and Inventories/Sales Ratios: January 1988 - December 1995
 (Seasonally adjusted, but not adjusted for price changes)

Millions of dollars

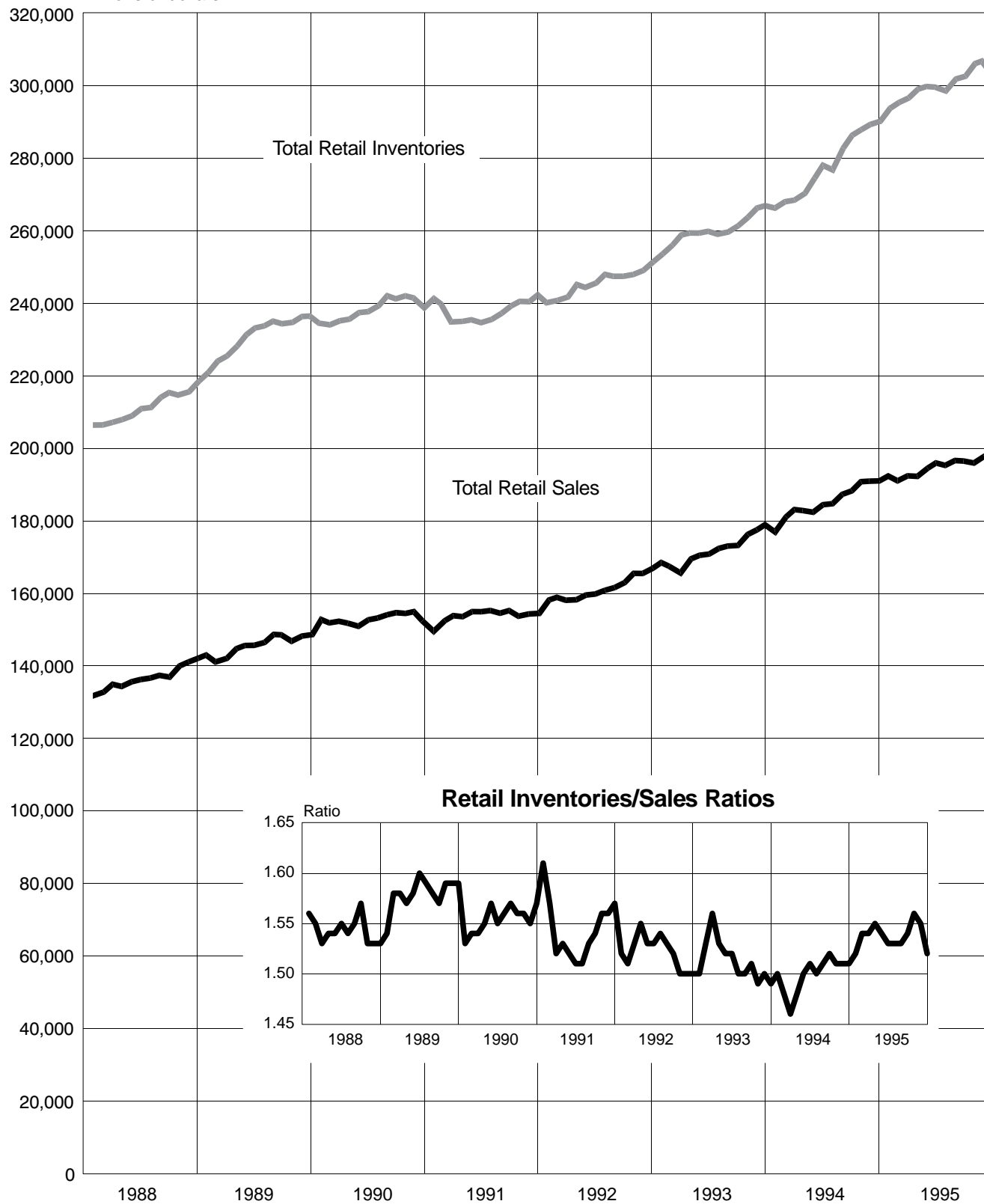


Table 9. Estimated End-of-Month Retail Inventories by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1995												1994	Percent change Dec. 1995 from	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Dec.	Dec. 1994	Nov. 1995
	Unadjusted															
	Retail Inventories, total	285,688	290,543	297,527	300,474	299,495	296,045	290,720	294,740	303,507	323,411	330,689	299,347	286,153	+4.6	-9.5
	Total (excl. automotive group)	203,791	206,037	210,085	212,131	211,766	210,394	212,152	218,289	226,415	241,257	244,122	211,211	205,340	+2.9	-13.5
	Durable goods, total	151,223	154,096	158,331	160,921	160,433	157,882	150,657	150,958	153,998	163,495	169,291	161,243	150,594	+7.1	-4.8
52	Building materials group stores	20,271	20,550	21,461	21,890	21,842	21,257	20,957	20,971	21,093	21,408	21,078	20,719	20,048	+3.3	-1.7
55 ex 554	Automotive dealers	81,897	84,506	87,442	88,343	87,729	85,651	78,568	76,451	77,092	82,154	86,567	88,136	80,813	+9.1	+1.8
57	Furniture group stores	22,616	22,375	22,852	23,124	23,142	23,448	23,224	24,491	25,922	27,843	29,193	25,349	23,362	+8.5	-13.2
	Nondurable goods, total	134,465	136,447	139,196	139,553	139,062	138,163	140,063	143,782	149,509	159,916	161,398	138,104	135,559	+1.9	-14.4
53	General merchandise group stores	52,078	53,970	55,334	55,586	55,500	55,011	55,818	57,558	61,468	67,539	69,142	54,361	51,925	+4.7	-21.4
531	Dept. stores (excl. leased depts.)	41,170	42,857	43,624	43,912	43,998	43,570	44,338	45,812	49,045	53,977	55,379	43,555	41,063	+6.1	-21.4
54	Food group stores	26,896	26,504	26,664	26,550	26,454	26,565	26,643	26,668	27,148	28,160	28,677	28,273	27,338	+3.4	-1.4
56	Apparel & accessory stores	21,082	22,267	23,349	23,584	23,145	22,491	23,407	24,343	24,989	26,574	26,393	20,812	21,528	-3.3	-21.1
	Adjusted¹															
	Retail Inventories, total	294,296	296,000	297,200	299,690	300,525	300,333	299,411	302,495	303,242	306,698	307,666	304,131	290,808	+4.6	-1.1
	Total (excl. automotive group)	213,582	214,021	213,641	214,868	215,756	216,341	216,298	219,285	219,944	221,383	221,656	218,630	212,490	+2.9	-1.4
	Durable goods, total	152,754	153,826	155,530	157,958	157,842	157,109	156,320	158,276	159,205	161,745	162,588	160,388	149,815	+7.1	-1.4
52	Building materials group stores	20,920	20,448	20,715	20,988	20,822	20,799	20,936	21,226	21,678	21,778	21,663	21,560	20,862	+3.3	-5
55 ex 554	Automotive dealers	80,714	81,979	83,559	84,822	84,769	83,992	83,113	83,210	83,298	85,315	86,010	85,501	78,318	+9.2	-6
57	Furniture group stores	23,172	23,478	23,486	23,790	23,907	24,173	24,166	24,940	25,265	25,638	25,835	25,073	23,108	+8.5	-2.9
	Nondurable goods, total	141,542	142,174	141,670	141,732	142,683	143,224	143,091	144,219	144,037	144,953	145,078	143,743	140,993	+2.0	-9
53	General merchandise group stores	56,552	57,391	56,690	56,496	57,024	57,758	57,795	58,129	58,098	58,608	59,096	58,847	56,169	+4.8	-4
531	Dept. stores (excl. leased depts.)	44,605	45,351	44,605	44,535	45,080	45,815	45,899	46,228	46,400	46,977	47,373	47,240	44,489	+6.2	-3
54	Food group stores	26,823	26,856	26,726	26,727	26,736	26,810	27,108	27,357	27,393	27,387	27,466	27,627	26,723	+3.4	+6
56	Apparel & accessory stores	23,529	23,563	23,874	23,919	23,960	23,675	23,314	23,384	23,332	23,559	23,398	22,770	23,528	-3.2	-2.7

¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See in appendix C.)

^PPreliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

Note: U.S. and group totals include kind-of-business estimates not shown. Measures of sampling variability are shown in table B-6.

Table 10. Inventories/Sales Ratios

SIC code	Kind of business	1995												1994
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^P	Dec.
	Unadjusted													
	Retail trade, total	1.71	1.77	1.54	1.60	1.48	1.46	1.49	1.44	1.57	1.66	1.63	1.26	1.23
	Total (excl. automotive group) . . .	1.59	1.66	1.48	1.50	1.41	1.41	1.45	1.43	1.56	1.64	1.55	1.08	1.07
	Durable goods, total	2.33	2.37	2.00	2.13	1.91	1.83	1.89	1.78	1.96	2.09	2.17	1.86	1.78
	Building materials group stores	2.53	2.64	2.15	2.06	1.77	1.79	1.91	1.86	1.95	1.94	2.07	2.17	2.07
52														
55 ex	Automotive dealers	2.07	2.09	1.73	1.88	1.69	1.58	1.60	1.46	1.60	1.73	1.93	2.05	1.94
554														
57	Furniture group stores	2.33	2.48	2.25	2.45	2.28	2.26	2.26	2.22	2.41	2.56	2.34	1.60	1.54
	Nondurable goods, total	1.31	1.37	1.22	1.24	1.18	1.18	1.21	1.20	1.30	1.37	1.29	.91	.91
53	General merchandise group stores	2.85	2.93	2.48	2.45	2.33	2.30	2.43	2.35	2.67	2.83	2.33	1.27	1.23
531	Dept. stores (excl. leased depts.)	2.99	3.03	2.52	2.50	2.40	2.37	2.49	2.41	2.74	2.91	2.35	1.28	1.23
54	Food group stores83	.87	.79	.80	.76	.77	.76	.76	.80	.84	.84	.75	.74
56	Apparel & accessory stores	3.25	3.37	2.75	2.68	2.61	2.57	2.81	2.55	2.74	3.00	2.49	1.37	1.38
	Adjusted¹													
	Retail trade, total	1.52	1.54	1.54	1.55	1.54	1.53	1.53	1.53	1.54	1.56	1.55	1.52	1.52
	Total (excl. automotive group) . . .	1.45	1.46	1.46	1.46	1.46	1.45	1.46	1.48	1.47	1.49	1.48	1.45	1.46
	Durable goods, total	1.99	2.02	2.02	2.06	2.04	1.99	1.99	1.98	2.01	2.04	2.02	1.98	1.96
	Building materials group stores	2.01	1.96	1.97	2.04	2.05	2.03	2.04	2.07	2.10	2.08	2.05	2.04	2.01
52														
55 ex	Automotive dealers	1.75	1.79	1.80	1.84	1.81	1.75	1.75	1.70	1.74	1.77	1.77	1.73	1.70
554														
57	Furniture group stores	2.19	2.23	2.24	2.29	2.25	2.27	2.26	2.26	2.28	2.30	2.29	2.23	2.18
	Nondurable goods, total	1.21	1.23	1.22	1.22	1.21	1.21	1.22	1.23	1.22	1.24	1.23	1.21	1.22
53	General merchandise group stores	2.31	2.37	2.33	2.31	2.31	2.31	2.31	2.35	2.33	2.38	2.39	2.38	2.34
531	Dept. stores (excl. leased depts.)	2.35	2.41	2.37	2.34	2.35	2.36	2.36	2.40	2.39	2.45	2.46	2.46	2.39
54	Food group stores78	.79	.79	.79	.79	.79	.80	.81	.80	.80	.80	.80	.80
56	Apparel & accessory stores	2.57	2.59	2.58	2.68	2.61	2.57	2.57	2.60	2.53	2.61	2.53	2.49	2.57

¹Data are adjusted for seasonal variations, but not for price changes.^PPreliminary estimates

Table 11. Estimated End-of-Month Retail Inventories by Kinds of Business: 1994

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail Inventories, total	294,296	296,000	297,200	299,690	300,525	300,333	299,411	302,495	303,242	306,698	307,666	304,131
	Total (excl. automotive group)	213,582	214,021	213,641	214,868	215,756	216,341	216,298	219,285	219,944	221,383	221,656	218,630
	Durable goods, total	152,754	153,826	155,530	157,958	157,842	157,109	156,320	158,276	159,205	161,745	162,588	160,388
	Building materials group stores	20,920	20,448	20,715	20,988	20,822	20,799	20,936	21,226	21,678	21,778	21,663	21,560
52	Automotive dealers	80,714	81,979	83,559	84,822	84,769	83,992	83,113	83,210	83,298	85,315	86,010	85,501
55 ex	Furniture group stores	23,172	23,478	23,486	23,790	23,907	24,173	24,166	24,940	25,265	25,638	25,835	25,073
554	Nondurable goods, total	141,542	142,174	141,670	141,732	142,683	143,224	143,091	144,219	144,037	144,953	145,078	143,743
53	General merchandise group stores	56,552	57,391	56,690	56,496	57,024	57,758	57,795	58,129	58,098	58,608	59,096	58,847
531	Dept. stores, (excl. leased depts.)	44,605	45,351	44,605	44,535	45,080	45,815	45,899	46,228	46,400	46,977	47,373	47,240
54	Food group stores	26,823	26,856	26,726	26,727	26,736	26,810	27,108	27,357	27,393	27,387	27,466	27,627
56	Apparel & accessory stores	23,529	23,563	23,874	23,919	23,960	23,675	23,314	23,384	23,332	23,559	23,398	22,770

¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Table 12. Inventories/Sales Ratios by Kinds of Business: 1994

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail trade, total	1.52	1.54	1.54	1.55	1.54	1.53	1.53	1.53	1.54	1.56	1.55	1.52
	Total (excl. automotive group)	1.45	1.46	1.46	1.46	1.46	1.45	1.46	1.48	1.47	1.49	1.48	1.45
	Durable goods, total	1.99	2.02	2.02	2.06	2.04	1.99	1.99	1.98	2.01	2.04	2.02	1.98
	Building materials group stores	2.01	1.96	1.97	2.04	2.05	2.03	2.04	2.07	2.10	2.08	2.05	2.04
52	Automotive dealers	1.75	1.79	1.80	1.84	1.81	1.75	1.75	1.70	1.74	1.77	1.77	1.73
55 ex	Furniture group stores	2.19	2.23	2.24	2.29	2.25	2.27	2.26	2.26	2.28	2.30	2.29	2.23
554	Nondurable goods, total	1.21	1.23	1.22	1.22	1.21	1.21	1.22	1.23	1.22	1.24	1.23	1.21
53	General merchandise group stores	2.31	2.37	2.33	2.31	2.31	2.31	2.31	2.35	2.33	2.38	2.39	2.38
531	Dept. stores (excl. leased depts.)	2.35	2.41	2.37	2.34	2.35	2.36	2.36	2.40	2.39	2.45	2.46	2.46
54	Food group stores78	.79	.79	.79	.79	.79	.80	.81	.80	.80	.80	.80
56	Apparel & accessory stores	2.57	2.59	2.58	2.68	2.61	2.57	2.57	2.60	2.53	2.61	2.53	2.49

¹Data are adjusted for seasonal variations, but not for price changes.

Appendix A.

Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is produced by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, metropolitan areas, and cities (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the nation. The samples have been designed so that estimates can be evaluated in terms of their sampling variability. Effective with the August 1993 report, a benchmarking operation, described below, accounted for the sales and inventories estimates for the new employers and nonemployers formerly represented by an area sample.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Sales Sample

Monthly retail sales estimates are based on a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes employers who make social security payments for their employees under the Federal Insurance Contributions Act (FICA).

The list sample originally was drawn from the SSEL as updated to December 31, 1989. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1989. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1989. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc. Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1987 Census of Retail Trade. This study determined the stratification of the sampling units based on 1987 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales

estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of \$2.5 million to annual sales of \$100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers). If a known company had total retail sales (on a 1987 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1987 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI 'births' after the initial selection, a two-phase selection procedure was used. EI births are new EI numbers recently assigned by the Internal Revenue Service (IRS), with a kind-of-business classification assigned by the Social Security Administration (SSA), and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in the first phase were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 9 months after they began operation. During this 9 month period, the reports from the existing list sample retailers accounted for

the period-to-period changes, while benchmarking adjusted the levels to be consistent with the prior annual survey.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

1. It must be on the latest available IRS mailing list for the FICA taxpayers.
2. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance for selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 96 percent of retail sales. Canvass of this component is primarily by mail. Recent EI births and nonemployers, not accounted for by the list sample, represent the balance of retail sales. The benchmarking procedure adds this component to the list sample estimates to yield the total retail estimates.

Inventory Sample

The list sample portion of the inventory sample is a subsample of the EI's and companies included in the monthly retail sales survey. Benchmarking also accounted for the inventories of recent EI births and nonemployers.

Studies similar to those performed for the sales sample were conducted prior to selecting the inventory sample. Those studies determined the stratification (based on sales from the 1987 Census of Retail Trade), allocation (based on inventory from the 1987 Annual Retail Trade Survey), and certainty cutoffs required to meet desired inventory sampling variability constraints for various kind-of-business groups.

The initial inventory list sample was selected from the initial sales list sample by first stratifying EI's and companies by kind-of-business groups and estimated sales (on a 1987 basis). To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some companies and EI's because of their relatively large impact on the inventory estimates, were selected with certainty in order to reduce the sampling variability associated with the estimates.

After the initial inventory sample selection, all births selected into the sales sample were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial inventory sample.

BENCHMARKING

Retail sales in this report reflect the results of a benchmarking operation that developed revised monthly sales estimates for the period January 1987 through December 1992. The benchmarking process equated the 12-month sum of the estimates for each of the years 1987 through 1991 to the annual sales estimate derived from the 1987 census of Retail Trade and the Annual Retail Trade Surveys. The benchmarking process also minimized the differences between the month-to-month trends of the estimates from the original and the revised series. We derived the original series estimates by using the composite estimation procedures described below under *estimation procedures*.

We revised the end-of-month inventory estimates for the period January 1988 through December 1992. The benchmarking process equated the 1988 through 1991 December estimates to the end-of-year inventory estimates derived from the Annual Retail Trade Surveys. The process also minimized changes to the month-to-month trends of the original inventory series. We derived the original inventory estimates using the composite estimation procedures.

We derived carry-forward factors for sales and inventories by dividing the revised December 1991 estimates by the original composite estimates for December 1991. Through the use of these carry-forward factors, the effects of the revision process were applied to composite sales and inventory estimates subsequent to December 1991. These factors were derived at the most detailed kind-of-business levels. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

For Group II sales estimates, ratios of the revised to previous published sales estimates for all stores in each kind of business were developed for the period January 1987 through December 1991. All benchmarked estimates subsequent to December 1991 were derived by multiplying the composite Group II estimates by carry-forward factors.

For geographic areas, ratios of the revised-to-original composite sales estimates for all stores in each kind of business were developed for each month subsequent to January 1987. These ratios were multiplied by the composite geographic area sales estimates to derive benchmarked levels of sales for those series.

Starting with the July 1993 final and August 1993 preliminary estimates, the carry-forward factors were adjusted to include a component representing EI birth employers and nonemployers. This adjustment was approximately 4 percent of the total retail sales estimate, although it varies by kind of business.

Relationship of Group I and II Components of Sample

The Group II component consists of companies that had 11 or more retail establishments as of December 31, 1989, and qualified for certainty selection. To qualify for certainty,

total annual sales of these companies (on a 1989 basis) had to exceed specified dollar volume cutoffs, that varied by kind of business. The certainty cutoff ranged from annual sales of \$2.5 million to annual sales of \$100 million. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component are published separately (table 3). Group I estimates are included in the "retail trade" figures shown in this report.

ESTIMATION PROCEDURES

Rotating sample panels are used for the sales and inventory samples (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels are used. This permits the use of a composite estimation procedure that provides estimates more reliable than those that would be obtained from a completely fixed sample of about twice the size and also reduces the reporting burden for selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level for sales and at each major kind-of-business grouping for inventory is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates - the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel. The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated

than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage gained by using the rotating panel system is that the very large non-certainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Percent Change

Month-to-month and year-to-year comparisons for sales and inventory shown in this report are based on the total dollar volume of receipts or value of inventory for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percent changes shown in table 2 for sales for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1 for sales. However, the sampling variability of the percent changes derived from such estimates are relatively small and are, therefore, published in table 2 for sales.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because of high imputation or sampling variability (relative to the changes from month to month or between other periods), so as to make them potentially misleading. For a fee, the Bureau of the Census will release such figures for individual use, though not for publication. Selected additional data providing greater detail by geographic area and by kind of business are also available for a fee. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high imputation rates or high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from

customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances and manufacturers' rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, the estimates provided are on a non-LIFO basis. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included. Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-Sales Ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the inventories estimates by the corresponding sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-Business Classifications. Retail trade, defined as major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services

incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sales of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B.

Reliability of Data

An estimate based on a sample survey will differ from the population value because of sampling variability and nonsampling error. Sampling variability occurs because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collection and processing of data. The accuracy of a survey result is determined by the joint effects of sampling variability and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling error as the sample survey. For sales and inventories, the average of the estimates differs from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration.

The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 through B-4 give the estimates of coefficients of variation in percent for recent monthly dollar-volume sales and inventory estimates prepared by the Bureau of the Census and shown in this report.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 9 out of 10 (90 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentage shown. In about 19 out of 20 (95

percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements, as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is \$10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1, is 1.8 percent, or 0.018. Multiplying \$10,750 million by 0.018 yields 194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of these intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct 90- or 95-percent confidence intervals. Continuing with the illustration, a 90-percent confidence interval using $1.65 \times 0.018 \times 10,750$ million to yield 320 million). A 95-percent confidence interval is \$10,362 million to \$11,138 million (\$10,750 million plus or minus \$388 million).

All comparisons appearing on the front page of this publication and for which measures of sampling variability are available are accompanied by an indication of the 90-percent confidence interval. Thus, a statement such as "+.8 (+ or -1.3)" indicates a 90-percent confidence interval from -0.5 to +2.1. If the confidence interval contains zero, it is uncertain whether there is an increase or decrease.

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimates and the true value being estimated. Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These non-sampling errors also occur in complete censuses. Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and

tabulation of the data in an effort to minimize their influence. Coverage error has an effect on the accuracy of estimates for this survey to the extent that the administrative records system, which forms the basis of our survey universe frame, does not contain all legal businesses.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales amount to about 23 percent of the national sales estimates.

Table B-1. **Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business**

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of two consecutive months ¹		Ratio to same month a year ago ²
		Range	Median	Range	Median	Range	Median	Median
	Retail sales, total	0.8-0.9	0.8	0.8-0.8	0.8	0.2-0.4	0.2	0.3
	Total (excl. automotive group)	0.7-0.9	0.8	0.7-0.8	0.8	0.1-0.3	0.1	0.3
	Durable goods, total	1.2-1.5	1.4	1.1-1.4	1.2	0.5-0.7	0.7	0.7
52	Building materials group stores	2.5-3.2	2.8	2.5-3.1	2.7	0.5-1.5	0.9	1.5
521,3,5	Building materials, supply stores, hardware	2.6-3.6	2.8	2.6-3.1	2.8	0.5-1.3	0.6	1.5
521,3	Building materials, supply stores	2.5-3.7	2.7	2.6-3.0	2.7	0.5-1.5	0.7	1.5
523	Paint, glass, wallpaper stores*	4.5-6.0	5.1	4.6-5.8	4.9	1.0-4.2	1.2	2.5
525	Hardware stores	4.4-5.4	5.0	4.4-5.0	4.8	0.8-1.9	1.1	2.9
55 ex	Automotive dealers	1.6-2.0	1.7	1.3-2.0	1.5	0.8-1.2	0.9	1.2
554	Motor vehicle and miscellaneous automobile							
551,2,5 6,7,9	dealers	1.7-2.2	1.9	1.4-2.1	1.7	0.8-1.3	1.0	1.3
551,2	Motor vehicle dealers	1.9-2.1	2.0	1.7-2.0	1.8	0.8-1.3	1.1	1.2
551	Motor vehicle dealers, (franch.)	1.8-2.2	2.0	1.7-2.0	1.8	0.8-1.4	1.0	1.3
553	Auto & home supply stores	2.3-3.3	2.7	2.3-3.0	2.5	0.6-1.7	0.7	1.5
57	Furniture group stores	1.7-2.0	1.8	1.7-2.0	1.8	0.4-0.7	0.5	1.1
571	Furniture & home furn. stores	3.3-3.7	3.6	3.2-4.1	3.7	0.6-1.0	0.9	1.5
5712	Furniture stores	3.2-3.8	3.7	3.0-3.8	3.6	0.6-1.3	1.1	1.9
5713	Floor covering stores	7.2-8.0	7.5	6.5-7.7	7.0	1.4-3.5	3.0	3.7
5722,31,34	Household appliance, radio, TV and computer							
5722	stores	1.7-1.8	1.8	1.5-1.8	1.7	0.4-0.9	0.7	1.6
5722	Household appliance stores	4.2-5.9	5.3	5.0-5.7	5.1	1.1-2.2	1.4	2.9
5731,34	Radio, TV and computer stores	1.6-1.9	1.7	1.5-1.8	1.7	0.3-1.1	0.8	1.8
5735,36	Music stores*	6.9-9.6	8.3	7.3-9.1	8.4	1.1-3.7	1.1	3.3
5941	Sporting goods stores and bicycle shops	3.5-5.3	4.5	2.9-4.2	4.1	1.6-3.1	2.1	3.5
5942	Book stores	2.6-7.5	5.7	2.4-6.3	3.8	1.6-5.5	2.2	3.1
5944	Jewelry stores	5.0-6.2	5.7	4.8-6.0	5.4	1.0-2.4	1.6	2.9
5946	Camera,photographic supply stores*	6.0-7.2	6.6	6.0-6.8	6.6	1.1-2.5	1.6	2.6
5999 pt	Optical goods stores*	3.6-4.4	4.1	3.7-4.6	4.0	0.9-1.9	1.2	3.0
	Nondurable goods, total	0.8-1.0	0.9	0.9-1.0	0.9	0.1-0.2	0.2	0.3
53	General merchandise group stores	0.2-0.2	0.2	0.2-0.2	0.2	0.0-0.1	0.1	0.1
531	Dept. stores (excl. leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Conventional department stores (including,							
	leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Discount department stores (including, leased							
	depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	National chain department stores (including,							
	leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
533	Variety stores	1.6-3.0	2.4	2.1-2.7	2.5	0.4-1.1	0.7	1.8
539	Miscellaneous general merchandise stores	0.7-1.0	0.8	0.7-0.9	0.8	0.2-0.6	0.4	0.4
54	Food group stores	1.0-1.1	1.1	1.0-1.2	1.1	0.1-0.3	0.2	0.4
541	Grocery stores	1.1-1.2	1.1	1.0-1.2	1.1	0.1-0.3	0.2	0.4
542	Meat, fish (seafood) markets	8.5-10.1	9.6	8.5-9.9	9.4	1.4-5.4	2.5	5.1
543	Fruit stores & vegetable markets*	10.7-13.0	11.4	9.7-12.1	10.6	1.7-7.3	3.0	6.2
544	Candy, nut, confectionery stores*	8.4-13.3	11.9	11.1-13.4	11.9	1.1-4.5	2.7	4.2
546	Retail bakeries	8.9-10.6	9.5	9.2-10.4	9.4	1.2-2.7	1.8	4.5
554	Gasoline service stations	2.2-2.3	2.2	2.0-2.3	2.2	0.2-0.8	0.4	0.9
56	Apparel & accessory stores	1.2-2.0	1.6	1.3-2.0	1.6	0.3-0.6	0.4	0.8
561	Mens & boys clothing, furnishings.	1.9-3.5	2.5	2.0-2.9	2.4	0.6-3.5	1.3	2.4
562,3	Women's clothing specialty stores	3.5-5.6	4.4	4.2-5.6	4.7	0.6-1.4	0.8	1.8
562	Women's ready to wear stores	4.0-6.1	4.9	4.7-6.2	5.2	0.6-1.5	0.9	1.9
565	Family clothing stores	1.3-2.0	1.8	1.4-2.2	1.7	0.3-1.0	0.5	0.9
566	Shoe stores	2.3-3.8	2.7	2.4-3.4	2.6	0.5-1.4	0.7	1.1
58	Eating and drinking places	4.6-5.0	4.8	4.5-4.9	4.7	0.5-0.9	0.7	1.6
5812	Eating places	4.8-5.3	5.1	4.8-5.2	4.9	0.5-1.0	0.7	1.6
5812 pt	Restaurants, lunchrooms, cafeterias	8.1-8.9	8.6	7.8-9.0	8.5	0.6-1.6	0.8	2.3
5812 pt	Refreshment places	3.3-4.2	3.7	3.2-3.8	3.4	0.6-1.6	1.0	2.0
5813	Drinking places (alcoholic bev)	3.2-4.6	4.0	3.2-4.2	3.8	0.8-1.6	0.8	3.8
591	Drug & proprietary stores	1.2-1.5	1.3	1.2-1.6	1.4	0.3-0.4	0.3	0.8
592	Liquor stores	2.4-3.1	2.8	2.3-3.1	2.6	0.4-1.4	1.0	1.7
5943	Stationery stores*	8.8-11.2	10.3	8.7-11.2	9.5	1.3-5.6	3.5	8.0
596	Nonstore retailers*	4.1-6.8	5.3	4.0-5.8	4.6	1.0-2.3	1.5	3.3
5961	Total mail order ⁵	7.2-10.2	8.7	7.3-9.0	7.9	1.4-3.6	2.0	4.0
598	Fuel dealers	6.0-7.2	6.4	6.2-7.3	7.0	0.7-2.2	1.9	3.4
5992	Florist shops*	10.1-15.5	11.8	10.3-14.5	12.1	2.2-5.8	2.6	8.1
53,56,	GAF, total⁶	0.6-0.7	0.7	0.6-0.7	0.7	0.2-0.2	0.2	0.3
57,594	Miscellaneous shopping goods stores	1.8-2.9	2.5	1.5-2.6	2.3	0.7-1.8	1.0	1.4

¹The ratio of the preliminary estimate for the current month over the final estimate for the previous month.²The ratio of the preliminary estimate to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail-order.⁵The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁶GAF represents stores which specialize in department store types of merchandise (see appendix A).

*See appendix A. Percent Change.

Note: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the six most recent data months.

Table B-2. **Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Regions**

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months ¹				Ratio to same month a year ago ²			
		Northeast	Midwest	South	West	Northeast	Midwest	South	West	Northeast	Midwest	South	West
	Retail sales, total	1.5	2.2	1.3	1.8	0.5	0.6	0.5	0.6	1.3	1.2	0.9	1.0
	Durable goods, total	3.4	2.8	2.5	3.8	1.4	1.1	1.1	1.3	2.1	1.8	1.5	2.1
52	Building materials, hardware, garden supply & mobile home dealers	8.9	5.5	6.0	13.6	2.6	1.7	1.5	2.0	5.3	5.2	2.7	4.3
55 ex 554	Automotive dealers	6.3	4.5	3.6	4.7	2.0	1.5	1.5	1.8	3.1	2.7	2.3	3.6
57	Furniture, home furnishings & equipment stores	4.1	4.7	5.5	6.4	1.3	1.2	1.2	1.5	2.5	2.1	2.9	2.9
	Nondurable goods, total	1.8	2.9	1.3	2.7	0.5	0.4	0.3	0.4	1.9	1.5	0.9	1.1
53	General merchandise group stores	1.5	0.7	0.7	0.9	0.3	0.2	0.1	0.2	0.5	0.3	0.2	0.4
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	3.5	4.2	2.1	3.6	0.5	0.5	0.4	0.5	2.5	1.5	1.3	1.4
541	Grocery stores	4.0	4.3	2.2	3.8	0.5	0.5	0.3	0.5	2.7	1.6	1.3	1.5
554	Gasoline service stations	6.2	4.0	3.5	5.7	0.7	0.8	0.5	0.8	2.6	2.0	1.3	2.8
56	Apparel & accessory stores	3.8	2.9	3.3	4.5	1.0	1.0	1.2	1.9	2.1	2.1	1.7	1.8
58	Eating and drinking places	7.7	11.9	5.1	12.1	2.1	1.5	0.9	0.8	6.3	7.7	4.1	7.9
591	Drug & proprietary stores	10.4	13.2	10.3	6.6	0.7	0.7	0.9	1.2	2.4	11.2	3.3	2.5
53,56, 57,594	GAF ⁴	1.6	1.6	1.4	2.0	0.6	0.5	0.4	0.6	0.8	0.9	0.7	0.9

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.²The ratio of the preliminary estimates to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the the six most recent data months.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Geographic Divisions

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar Volume Sales Estimates										
	Retail sales, total	3.8	1.8	2.8	3.4	1.9	3.2	2.2	5.1	1.7
	Durable goods, total	8.1	4.2	3.7	5.4	3.5	6.5	4.5	6.3	4.0
55 ex 554	Automotive dealers	13.4	6.8	4.6	9.1	4.6	9.4	6.4	9.3	5.1
57	Furniture, home furnishings & equipment stores	9.7	4.5	6.0	9.2	7.1	13.3	8.3	13.0	6.1
	Nondurable goods, total	3.5	2.2	3.7	4.0	1.8	3.5	2.9	7.5	1.6
53	General merchandise group stores	1.9	2.0	0.7	1.6	0.8	3.0	0.9	1.6	1.0
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	8.3	4.0	5.1	9.2	2.8	7.3	4.9	7.7	3.7
554	Gasoline service stations	11.8	5.6	4.3	8.0	4.2	9.1	6.5	8.1	7.5
56	Apparel & accessory stores	6.5	4.4	3.6	4.5	3.8	10.0	6.0	6.8	5.6
58	Eating and drinking places	10.3	9.6	16.4	14.2	6.6	12.1	11.4	33.6	5.5
591	Drug & proprietary stores	14.6	11.1	17.1	17.4	10.8	13.7	24.9	20.2	6.8
53,56, 57,594	GAF ²	3.3	2.0	1.7	2.7	2.2	3.0	1.9	3.8	1.9
Ratio of 2 Consecutive Months³										
	Retail sales, total	1.4	0.6	0.6	0.8	0.6	1.1	0.7	0.8	0.7
	Durable goods, total	3.2	1.5	1.1	1.8	1.3	2.3	1.6	1.8	1.6
55 ex 554	Automotive dealers	4.4	2.1	1.7	2.1	2.0	3.1	2.3	2.4	2.1
57	Furniture, home furnishings & equipment stores	2.6	1.5	1.5	1.8	1.7	3.4	2.3	3.4	1.5
	Nondurable goods, total	1.0	0.6	0.4	0.6	0.4	0.9	0.5	0.7	0.3
53	General merchandise group stores	0.3	0.3	0.1	0.3	0.2	0.4	0.2	0.3	0.2
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.0	0.5	0.6	0.8	0.5	1.0	0.6	0.7	0.5
554	Gasoline service stations	1.4	0.8	0.7	1.5	0.8	1.1	0.9	1.1	0.9
56	Apparel & accessory stores	2.1	1.1	1.1	1.7	0.9	2.7	2.4	2.2	1.2
58	Eating and drinking places	3.0	2.7	1.6	1.8	1.1	3.0	1.2	1.5	1.0
591	Drug & proprietary stores	1.5	0.7	0.9	1.7	1.1	1.7	1.3	2.4	1.4
53,56, 57,594	GAF ²	1.2	0.7	0.6	0.7	0.5	1.5	0.7	1.0	0.6
Ratio to Same Month a Year ago⁴										
	Retail sales, total	3.5	1.1	1.7	1.9	1.3	2.2	1.9	1.7	1.2
	Durable goods, total	4.6	2.4	2.3	4.2	2.0	3.7	3.0	3.3	2.3
55 ex 554	Automotive dealers	7.4	3.6	3.2	6.4	3.0	6.1	4.2	4.9	4.1
57	Furniture, home furnishings & equipment stores	5.9	3.2	2.9	5.3	3.6	8.1	6.4	5.9	3.6
	Nondurable goods, total	4.6	1.6	2.0	1.8	1.1	2.4	2.1	1.8	1.3
53	General merchandise group stores	0.9	0.5	0.2	1.0	0.3	0.6	0.5	0.5	0.5
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	6.6	1.6	2.0	2.9	1.7	3.1	2.3	2.5	1.6
554	Gasoline service stations	6.0	2.1	2.2	4.2	1.9	3.6	2.9	3.4	3.7
56	Apparel & accessory stores	3.2	2.2	2.5	3.3	1.4	3.4	4.0	3.5	1.7
58	Eating and drinking places	10.8	7.7	10.0	9.3	5.4	11.2	9.0	20.1	5.1
591	Drug & proprietary stores	6.4	3.0	13.8	4.4	4.6	4.6	4.8	3.8	3.0
53,56, 57,594	GAF ²	1.6	1.1	0.9	1.7	0.9	2.0	1.4	1.8	1.1

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.

²GAF represents stores which specialize in department store types of merchandise (see appendix A).

³The ratio of the preliminary estimates for the current month to the final estimate for the previous month.

⁴The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Large States

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates					Ratio of 2 consecutive months ¹					Ratio to same month a year ago ²				
	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³
California	2.5	5.1	2.1	0.0	2.1	0.8	1.6	0.4	0.0	0.5	1.4	2.7	1.7	0.0	1.2
Florida	3.7	6.7	3.6	0.0	2.7	1.3	2.5	0.6	0.0	1.0	1.8	3.6	1.9	0.0	1.7
Illinois	4.8	5.8	6.4	0.0	3.2	1.2	2.9	0.8	0.0	1.0	4.2	3.6	5.3	0.0	1.7
Indiana	3.9	7.7	3.8	0.0	5.7	1.5	3.5	1.0	0.0	1.7	2.8	5.0	3.5	0.0	2.2
Louisiana	10.3	16.5	13.0	0.0	5.7	1.6	3.9	0.9	0.0	1.7	6.8	6.7	9.9	0.0	3.2
Maryland	5.2	9.5	6.1	0.0	4.6	1.3	2.6	0.9	0.0	1.0	3.5	5.7	3.8	0.0	2.3
Massachusetts	6.3	12.1	6.5	0.0	4.3	1.6	3.2	1.6	0.0	1.4	4.2	5.7	5.8	0.0	2.0
Michigan	4.7	6.9	7.5	0.0	2.7	1.2	2.4	1.0	0.0	0.7	2.6	4.2	3.5	0.0	1.9
Minnesota	6.7	10.8	7.1	0.0	4.9	1.6	3.3	1.3	0.0	1.3	3.3	6.2	3.4	0.0	2.9
Missouri	7.4	10.0	8.0	0.0	4.5	1.6	3.6	0.9	0.0	0.7	3.1	5.5	3.5	0.0	2.3
New Jersey	4.1	7.9	4.2	0.0	3.2	1.5	2.7	1.5	0.0	1.1	2.5	5.0	3.0	0.0	2.1
New York	4.3	8.2	4.3	0.0	3.0	1.0	2.6	0.7	0.0	0.8	2.2	4.3	2.5	0.0	1.9
North Carolina	6.2	12.8	3.8	0.0	6.1	1.6	3.6	0.8	0.0	1.3	4.1	7.8	3.7	0.0	2.6
Ohio	6.2	7.5	9.7	0.0	3.2	1.0	2.1	0.9	0.0	1.1	2.5	4.9	2.7	0.0	2.1
Pennsylvania	4.0	7.4	4.4	0.0	3.3	1.0	2.1	0.6	0.0	1.3	2.3	4.3	2.7	0.0	1.8
Tennessee	6.3	10.9	5.3	0.0	6.6	1.6	3.0	1.6	0.0	1.5	4.0	6.1	4.4	0.0	3.4
Texas	3.4	7.4	2.8	0.0	2.3	0.9	1.9	0.7	0.0	0.7	1.8	3.6	1.7	0.0	1.9
Virginia	4.5	7.5	5.8	0.0	4.4	1.6	3.3	1.1	0.0	1.1	3.6	6.7	3.5	0.0	2.9
Wisconsin	7.9	13.2	6.1	0.0	6.0	2.3	3.3	1.8	0.0	2.1	4.1	7.8	4.0	0.0	3.1

¹See footnotes at the bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Areas and Cities

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates			Ratio of 2 consecutive months ¹			Ratio to same month a year ago ²		
	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³
Atlanta, Ga, MSA	6.7	6.9	6.7	1.5	1.1	1.1	3.6	3.9	1.6
Baltimore, MD, MSA	8.7	9.5	4.9	1.3	1.1	1.0	4.4	5.1	2.2
Boston, Ma, NECMA	6.7	6.9	4.8	1.4	0.9	1.2	5.2	7.0	1.9
Chicago, IL, CMSA	3.2	4.4	4.7	1.6	0.9	1.1	2.8	2.8	2.1
Chicago, IL, PMSA	4.1	5.3	4.8	1.5	0.8	1.2	3.4	3.2	2.3
Chicago, IL, City	10.7	10.1	8.5	2.1	1.7	2.0	5.7	7.1	3.7
Cincinnati, OH, CMSA	8.6	8.1	7.5	2.2	1.1	2.5	5.2	6.2	3.2
Cleveland, OH, CMSA	8.4	8.7	5.0	2.0	1.1	0.9	4.1	5.2	5.1
Cleveland, OH, PMSA	10.7	9.5	4.7	2.5	1.5	1.0	5.1	6.0	3.6
Dallas, TX, CMSA	5.4	6.0	4.9	1.5	1.0	0.8	3.4	3.8	1.9
Denver, CO, CMSA	8.7	7.7	5.0	2.3	2.0	1.4	5.7	4.8	2.6
Detroit, MI, CMSA	9.0	13.0	4.3	1.8	1.1	1.1	2.8	4.6	2.1
Detroit, MI, PMSA	9.0	13.6	4.8	1.3	1.1	1.1	3.1	4.7	2.2
Houston, TX, CMSA	6.7	7.0	4.0	1.5	0.8	0.8	3.5	4.1	1.8
Houston, TX, PMSA	6.6	7.4	4.4	1.5	0.8	0.8	3.7	4.3	2.0
Kansas City, MO, MSA	11.1	12.7	5.5	2.2	1.1	1.0	5.8	6.4	5.3
Los Angeles, CA, CMSA	4.3	3.9	3.7	0.8	0.5	0.7	2.1	2.5	1.8
Anaheim, CA, PMSA	7.3	8.9	6.2	1.7	1.3	1.3	4.7	5.8	1.8
Los Angeles, CA, PMSA	5.9	4.8	5.7	1.3	0.8	0.9	2.6	3.5	2.9
Los Angeles, CA, City	7.7	8.2	11.5	2.2	0.9	1.9	4.5	6.5	5.3
Miami, FL, CMSA	7.4	9.1	5.0	1.5	1.1	1.1	3.2	3.8	4.2
Miami, FL, PMSA	9.0	10.6	7.6	1.9	1.5	1.3	4.6	4.1	6.0
Milwaukee, WI, CMSA	10.2	9.7	2.6	1.8	1.1	1.3	5.5	8.1	2.5
Milwaukee, WI, PMSA	11.6	11.6	3.0	1.9	1.2	1.4	5.0	8.4	2.4
Minneapolis, MN, MSA	8.7	8.8	4.7	2.1	1.3	1.2	3.8	4.8	3.0
New York, NY-NJ, CMSA	2.8	3.3	2.9	0.9	0.8	0.8	1.8	2.5	1.7
Naussau-Suffolk, NY, PMSA	7.2	7.3	7.1	2.6	1.7	1.9	4.4	4.0	3.2
New York, NY, PMSA	5.0	6.9	4.6	1.5	1.1	1.3	3.1	3.4	2.9
Newark, NJ, PMSA	8.8	9.0	7.2	1.8	1.6	2.6	7.4	9.9	4.0
New York, NY, City	6.1	7.4	5.1	1.8	1.1	1.4	3.4	3.4	3.2
Philadelphia, PA, CMSA	5.9	5.4	3.8	1.5	0.9	1.2	2.7	2.7	1.9
Philadelphia, PA, PMSA	7.4	5.6	4.4	1.8	1.1	1.4	2.6	2.5	2.1
Philadelphia, PA, City	12.0	14.7	9.3	2.5	2.3	3.0	10.2	8.3	5.9
Phoenix, AZ, MSA	6.4	6.5	8.9	1.4	1.1	1.4	4.5	3.5	3.0
Pittsburgh, PA, CMSA	7.3	9.1	5.5	1.5	1.0	1.3	4.8	6.1	1.8
Pittsburgh, PA, PMSA	8.0	9.3	5.8	1.5	1.1	1.3	5.2	6.4	2.0
St. Louis, MO, MSA	8.4	8.6	3.7	2.3	1.2	1.1	4.4	5.4	2.4
San Diego, CA, MSA	7.3	10.4	6.1	1.7	1.5	1.2	4.2	7.5	2.3
San Francisco-Oakland, CA, CMSA	3.6	4.0	3.6	1.7	0.9	1.0	3.5	3.7	1.9
Oakland, CA, PMSA	7.3	7.2	5.3	1.4	0.9	1.8	4.7	6.8	3.6
San Francisco, CA, PMSA	8.3	7.8	7.7	2.0	2.1	2.1	5.7	5.2	2.8
Seattle, WA, CMSA	10.1	6.9	4.3	1.3	0.8	1.1	3.9	4.8	2.6
Tampa, FL, MSA	9.3	10.7	4.2	2.2	0.9	0.8	5.1	6.8	2.4
Washington, DC, MSA	4.8	6.0	4.7	1.0	0.8	1.2	3.5	4.4	3.6

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

²The ratio of the preliminary estimate to the final estimate for the same month one year ago.

³GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories by Kinds of Business

[Based on estimates not adjusted for seasonal variations]

Sic code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹	SIC code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹
	Retail inventories, total	1.0	0.2	0.4		Nondurable goods, total	0.9	0.1	0.4
	Durable goods, total	2.1	0.3	0.7	53	General merchandise group stores.	0.7	0.1	0.2
52	Building materials group stores	2.8	0.3	1.1	531	Dept. stores (excl. leased depts.)	0.4	0.0	0.1
55 ex 554	Automotive dealers	1.9	0.5	1.0	54	Food group stores	1.4	0.2	0.6
57	Furniture group stores	1.7	0.3	1.1	56	Apparel & accessory stores	3.8	0.2	1.0

¹The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The coefficients of variation are based on inventories estimates for the six most recent data months.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales: advance, preliminary, and final; two estimates of retail inventories—preliminary and final—are also issued. The Bureau releases “non-final” advance and preliminary data to provide government and private data users with much demanded early measures of consumer spending. However, a necessary part of the process of issuing these early data entails the resultant issuance of minor subsequent revisions. These revisions to the monthly sales and inventories estimates occur because the advance and preliminary estimates are released prior to the collection of all data eventually used in the calculation of the final monthly retail sales and inventories estimates.

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau’s retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also

differences between the preliminary and final sales estimates because of the difference in the samples as described in the section, “Use of the Rotating Sample and Composite Estimate Procedures” and such nonsampling errors as indicated in Appendix B, “Reliability of Data.” The inventories estimates are also developed from rotating samples of respondents, i.e., most respondents are canvassed at 3 month intervals. Therefore, the differences between the preliminary and final inventories estimates for the same month are due to sampling and nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from –0.4 percent to +1.1 percent, with a median of +0.2 percent. The range of difference between preliminary and final estimates was from –0.2 percent to +0.3 percent, with a median of 0.1 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from –0.2 percent to +0.5 percent, with a median of 0.0 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	November 1995 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail sales, total	197911	198019	198432	-0.4	1.1	0.2	-0.2	0.3	0.1
	Total (excl. automotive group)	149887	149301	149809	-0.6	0.9	0.0	-0.3	0.3	0.0
	Durable goods, total	79891	80542	80524	-0.6	1.6	0.4	-0.1	0.5	0.1
52	Building materials group stores	10610	10511	10583	-1.6	2.2	0.1	-0.4	0.8	0.1
55 ex 554	Automotive dealers	48024	48718	48623	-1.0	1.9	0.7	-0.3	0.7	0.1
57	Furniture group stores	11266	11327	11294	-1.2	2.0	0.3	-0.7	0.9	0.0
	Nondurable goods, total	118020	117477	117908	-0.6	0.9	0.0	-0.3	0.4	-0.1
53	General merchandise group stores	24638	24698	24713	-1.0	2.6	0.1	-0.4	0.2	-0.1
531	Dept. stores (excl. leased depts.)	19307	19281	19292	-1.1	2.4	-0.2	-0.4	0.3	-0.1
54	Food stores	34400	34275	34390	-1.2	1.4	0.0	-0.4	0.4	0.0
541	Grocery stores	32453	32341	32461	-1.3	2.0	-0.1	-0.4	0.4	0.0
554	Gasoline service stations	12075	11891	11981	-1.5	2.6	-0.6	-0.6	1.0	-0.3
56	Apparel & accessory stores	9266	9203	9239	-3.2	2.0	0.0	-0.6	0.6	0.1
58	Eating and drinking places	20152	19971	20079	-1.1	1.8	0.3	-1.0	0.9	0.2
591	Drug & proprietary stores	7220	7197	7205	-2.1	2.8	-0.2	-1.3	0.7	0.0

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	November 1995 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
				Range		Median
		Preliminary	Final	From	To	
	Retail sales, total	307932	307666	-0.2	0.5	0.0
	Total (excl. automotive group)	222102	221656	-0.5	0.4	0.0
	Durable goods, total	162549	162588	-0.2	0.6	0.1
52	Building materials group stores	21637	21663	-1.4	0.5	0.1
55 ex 554	Automotive dealers	85830	86010	-0.3	0.7	0.2
57	Furniture group stores	26009	25835	-0.7	0.5	-0.2
	Nondurable goods, total	145383	145078	-0.4	0.3	0.0
53	General merchandise group stores	59145	59096	-0.2	0.4	0.0
531	Dept. stores (excl. leased depts.)	47414	47373	-0.2	0.5	0.0
54	Food stores	27458	27466	-0.4	0.5	0.0
56	Apparel & accessory stores	23494	23398	-0.4	0.5	0.0

Appendix C.

Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been derived by the use of the X-11 ARIMA program developed by Statistics Canada. The program produces factors by using the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. The forecasting options were not used as input to the X-11 ARIMA program. This adjustment program develops more accurate computations and diagnostics than the previously used program. Trading-day factors for adjusting retail sales estimates were also derived from the X-11 program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization

for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Services Division, Bureau of the Census, Washington, DC 20233.

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, (one month after the preliminary) preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. Seasonal Adjustment Factors for Retail Inventories by Kinds of Business:

SIC code	Kind of business	1994 ^a		1995												1996		
		Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
	Retail trade, total	1.075	0.983	0.969	0.980	0.999	1.001	0.995	0.985	0.974	0.975	1.003	1.057	1.077	0.982	0.969	0.981	0.999
	Durable goods, total	1.040	1.004	0.989	1.000	1.016	1.018	1.015	1.004	0.967	0.954	0.968	1.013	1.043	1.003	0.989	1.001	1.018
52	Building materials group stores	0.970	0.961	0.969	1.005	1.036	1.043	1.049	1.022	1.001	0.988	0.973	0.983	0.973	0.961	0.971	1.006	1.035
55 ex	Automotive dealers	1.006	1.032	1.015	1.031	1.046	1.041	1.034	1.020	0.948	0.920	0.926	0.963	1.007	1.030	1.013	1.033	1.051
554	Furniture group stores	1.119	1.011	0.976	0.953	0.973	0.972	0.968	0.970	0.961	0.982	1.026	1.086	1.130	1.011	0.978	0.955	0.973
57	Nondurable goods, total	1.110	0.961	0.950	0.961	0.983	0.985	0.974	0.966	0.979	0.996	1.037	1.101	1.112	0.961	0.951	0.960	0.981
53	General merchandise group stores	1.170	0.924	0.921	0.941	0.977	0.986	0.972	0.951	0.966	0.990	1.059	1.153	1.172	0.924	0.922	0.940	0.974
531	Dept. stores (excl. leased depts.)	1.167	0.923	0.923	0.945	0.978	0.986	0.976	0.951	0.966	0.991	1.057	1.149	1.169	0.922	0.922	0.944	0.974
54	Food group stores	1.044	1.023	1.003	0.987	0.997	0.994	0.989	0.991	0.983	0.974	0.991	1.027	1.044	1.024	1.004	0.988	0.996
56	Apparel & accessory stores	1.125	0.915	0.896	0.945	0.978	0.986	0.966	0.950	1.004	1.041	1.071	1.128	1.128	0.914	0.893	0.943	0.977

NOTE: Data are adjusted for seasonal variations. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (one month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Table C-2. Combined Seasonal, Trading-Day and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies by Kinds of Business

SIC code	Kind of business	1994		1995												1996		
		Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
	Retail sales, total	1.019	1.222	0.868	0.858	1.002	0.974	1.035	1.027	0.995	1.035	0.979	0.989	1.025	1.198	0.883	0.891	0.988
	Durable goods, total	0.970	1.113	0.841	0.852	1.028	0.988	1.083	1.087	1.013	1.061	0.989	0.988	0.975	1.076	0.863	0.891	0.990
52	Building materials group																	
521,3	stores	0.966	0.924	0.762	0.753	0.948	1.035	1.215	1.160	1.062	1.100	1.045	1.056	0.962	0.902	0.775	0.786	0.923
	Building materials, supply																	
525	stores	0.980	0.897	0.790	0.768	0.951	1.007	1.158	1.145	1.079	1.120	1.056	1.080	0.973	0.872	0.801	0.808	0.923
	Hardware stores	0.999	1.103	0.818	0.756	0.930	1.028	1.168	1.131	1.062	1.029	1.007	0.998	1.002	1.069	0.832	0.785	0.924
55 ex																		
554	Automotive dealers	0.922	0.900	0.858	0.885	1.090	1.022	1.108	1.126	1.034	1.076	1.003	0.986	0.924	0.871	0.884	0.925	1.042
551,2,	Motor vehicle and																	
5,6,7,9	miscellaneous automobile																	
	dealers	0.916	0.896	0.858	0.890	1.098	1.024	1.112	1.129	1.033	1.072	1.002	0.983	0.918	0.867	0.885	0.929	1.047
553	Auto & home supply stores . .	0.998	0.952	0.855	0.840	1.001	0.998	1.062	1.085	1.055	1.095	1.025	1.033	1.000	0.924	0.880	0.876	0.980
57	Furniture group stores	1.100	1.430	0.918	0.860	0.967	0.907	0.958	0.971	0.956	1.006	0.968	0.977	1.104	1.408	0.928	0.893	0.948
571	Furniture & home furn.																	
	stores	1.105	1.213	0.894	0.856	0.979	0.943	1.006	0.997	0.994	1.037	1.001	1.006	1.109	1.186	0.911	0.886	0.956
5722,	Household appliance, radio,																	
31,34	TV and computer stores . .	1.106	1.589	0.945	0.857	0.959	0.863	0.919	0.957	0.934	0.978	0.945	0.955	1.107	1.562	0.965	0.895	0.940
	Nondurable goods, total . . .	1.048	1.294	0.882	0.857	0.980	0.967	1.006	0.995	0.985	1.023	0.970	0.992	1.057	1.276	0.890	0.894	0.976
53	General merchandise group																	
	stores	1.185	1.753	0.746	0.763	0.915	0.927	0.965	0.957	0.919	0.988	0.924	0.973	1.204	1.729	0.752	0.794	0.919
531	Dept. stores (excl. leased																	
	depts.)	1.198	1.791	0.728	0.752	0.919	0.925	0.957	0.948	0.913	0.988	0.921	0.970	1.219	1.764	0.734	0.784	0.925
531	Dept. stores (incl. leased																	
	depts.)	1.196	1.786	0.717	0.752	0.918	0.926	0.959	0.947	0.912	0.986	0.920	0.968	1.219	1.757	0.722	0.786	0.924
533	Variety stores	1.103	1.835	0.718	0.766	0.906	0.976	0.977	0.963	0.909	0.974	0.918	0.971	1.152	1.790	0.727	0.814	0.893
539	Miscellaneous general																	
	merchandise stores	1.150	1.608	0.814	0.796	0.913	0.924	0.993	0.978	0.940	0.988	0.923	0.981	1.147	1.573	0.822	0.827	0.913
54	Food group stores	0.984	1.104	0.950	0.901	1.005	0.982	1.023	1.021	1.031	1.027	0.987	0.976	0.993	1.090	0.961	0.939	1.003
541	Grocery stores	0.984	1.093	0.954	0.902	1.007	0.982	1.022	1.021	1.033	1.028	0.989	0.974	0.993	1.079	0.965	0.940	1.005
554	Gasoline service stations . . .	0.992	1.000	0.923	0.880	0.971	0.965	1.040	1.049	1.058	1.074	1.008	1.027	0.989	0.992	0.931	0.912	0.968
56	Apparel & accessory stores . .	1.131	1.697	0.703	0.729	0.926	0.981	0.968	0.952	0.916	1.064	0.990	0.979	1.141	1.653	0.712	0.760	0.948
561	Mens & boys clothing,																	
	furnishings	1.113	1.912	0.821	0.751	0.871	0.965	0.963	0.985	0.853	0.904	0.922	0.969	1.130	1.870	0.827	0.792	0.897
562,3	Women's clothing specialty																	
	stores	1.114	1.659	0.714	0.737	0.953	0.995	1.029	0.949	0.906	0.995	0.985	0.988	1.118	1.615	0.731	0.769	0.966
566	Shoe stores	1.008	1.372	0.741	0.759	0.936	1.074	1.011	1.000	0.950	1.209	1.037	0.934	1.015	1.331	0.742	0.794	0.976
58	Eating and drinking places . .	0.956	1.020	0.907	0.892	1.010	1.002	1.036	1.045	1.052	1.069	0.999	1.010	0.959	1.018	0.903	0.922	1.011
591	Drug & proprietary stores . . .	0.974	1.272	0.965	0.934	1.013	0.982	1.018	0.987	0.956	0.980	0.945	0.975	0.979	1.246	0.982	0.969	0.997
592	Liquor stores	1.002	1.400	0.853	0.835	0.942	0.942	1.000	1.020	1.051	1.020	0.992	0.964	1.003	1.376	0.860	0.866	0.947
53,56,																		
57,594	GAF, total	1.152	1.745	0.766	0.778	0.924	0.923	0.961	0.948	0.917	1.006	0.942	0.963	1.164	1.710	0.778	0.809	0.922
	Group II Companies																	
	Retail sales, total	1.081	1.441	0.844	0.834	0.964	0.959	1.000	0.983	0.962	1.007	0.956	0.976	1.094	1.416	0.855	0.870	0.961
553	Auto & home supply stores . .	1.009	0.969	0.856	0.834	0.993	0.993	1.071	1.067	1.065	1.091	1.019	1.027	1.013	0.945	0.879	0.870	0.978
53	General merchandise group																	
	stores	1.187	1.761	0.745	0.763	0.919	0.924	0.961	0.954	0.918	0.985	0.920	0.970	1.205	1.735	0.737	0.795	0.920
531	Dept. stores (excl. leased																	
	depts.)	1.196	1.789	0.726	0.751	0.919	0.925	0.959	0.947	0.913	0.986	0.919	0.968	1.219	1.759	0.726	0.785	0.922
531	Dept. stores (incl. leased																	
	depts.)	1.196	1.787	0.725	0.752	0.919	0.926	0.958	0.946	0.912	0.987	0.921	0.967	1.220	1.756	0.726	0.786	0.923
533	Variety stores	1.100	1.927	0.681	0.766	0.894	0.979	0.973	0.961	0.900	0.979	0.924	0.951	1.147	1.883	0.693	0.809	0.884
541	Grocery stores	0.986	1.107	0.961	0.917	1.021	0.987	1.022	1.010	1.018	1.014	0.977	0.970	0.998	1.092	0.973	0.957	1.015
56	Apparel & accessory stores . .	1.167	1.776	0.674	0.701	0.907	0.988	0.958	0.949	0.895	1.059	0.988	0.973	1.177	1.742	0.676	0.728	0.948
562,3	Women's clothing specialty																	
	stores	1.141	1.836	0.691	0.714	0.914	0.995	1.013	0.959	0.879	0.971	0.965	0.960	1.153	1.789	0.698	0.744	0.940
566	Shoe stores	1.022	1.398	0.718	0.733	0.926	1.084	1.007	1.001	0.931	1.232	1.034	0.930	1.023	1.365	0.713	0.767	0.993
591	Drug & proprietary stores . . .	0.969	1.370	0.948	0.925	0.997	0.984	1.015	0.979	0.948	0.962	0.932	0.960	0.974	1.347	0.965	0.961	0.991

NOTE: Data are adjusted for seasonal variations, holiday, and trading-day differences. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. The sales adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D.

Metropolitan Areas Included in This Report

(Areas were defined by the Office of Management and Budget as of November 19, 1986)¹

ANAHEIM-SANTA ANA, CA PMSA Coextensive with Orange County, CA.

ATLANTA, GA MSA Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton Counties, GA.

BALTIMORE, MD MSA Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard, and Queen Anne's Counties, MD.

BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA NECMA Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties, MA.

CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA Chicago, IL PMSA; Grundy, Kane, Kendall, Lake, and Will Counties, IL; Lake and Porter Counties, IN; Kenosha County, WI.

CHICAGO, IL PMSA Cook, DuPage, and McHenry Counties, IL.

CINCINNATI-HAMILTON, OH-KY-IN CMSA Butler, Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; Dearborn County, IN.

CLEVELAND-AKRON-LORAIN, OH CMSA Cleveland, OH PMSA; Lorain, Portage, and Summit Counties, OH.

CLEVELAND, OH PMSA Cuyahoga, Geauga, Lake, and Medina Counties, OH.

DALLAS-FORT WORTH, TX CMSA Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, and Tarrant Counties, TX.

DENVER-BOULDER, CO CMSA Adams, Arapahoe, Boulder, Denver, Douglas, and Jefferson Counties, CO.

DETROIT-ANN ARBOR, MI CMSA Detroit, MI PMSA; Washtenaw County, MI.

DETROIT, MI PMSA Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, and Wayne Counties, MI.

HOUSTON-GALVESTON-BRAZORIA, TX CMSA Houston, TX PMSA; Brazoria and Galveston Counties, TX.

HOUSTON, TX PMSA Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

KANSAS CITY, MO-KS MSA Cass, Clay, Jackson, Lafayette, Platte, and Ray Counties, MO; Johnson, Leavenworth, Miami, and Wyandotte Counties, KS.

LOS ANGELES-ANAHEIM-RIVERSIDE, CA CMSA Anaheim Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Riverside, San Bernardino, and Ventura Counties, CA.

LOS ANGELES-LONG BEACH, CA PMSA Coextensive with Los Angeles County, CA.

MIAMI-FORT LAUDERDALE, FL CMSA Miami-Hialeah, FL PMSA; Broward County, FL.

MIAMI-HIALEAH, FL PMSA Coextensive with Dade County, FL.

MILWAUKEE-RACINE, WI CMSA Milwaukee, WI PMSA; Racine County, WI.

MILWAUKEE, WI PMSA Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

MINNEAPOLIS-ST. PAUL, MN-WI MSA Anoka, Carver, Chicago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, and Wright Counties, MN; St. Croix County, WI.

NASSAU-SUFFOLK, NY PMSA Nassau and Suffolk Counties, NY.

NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Orange County, NY; Bergen, Hudson, Hunterdon, Middlesex, Monmouth, Ocean, Passaic, and Somerset Counties, NJ; Fairfield and Litchfield Counties, CT.

NEW YORK, NY PMSA Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY.

NEWARK, NJ PMSA Essex, Morris, Sussex, and Union Counties, NJ.

OAKLAND, CA PMSA Alameda and Contra Costa Counties, CA.

¹CMSA—Consolidated Metropolitan Statistical Area; MSA—Metropolitan Statistical Area; PMSA—Primary Metropolitan Statistical Area; NECMA—New England County Metropolitan Area.

PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD

CMSA Philadelphia, PA-NJ PMSA; Cumberland, Mercer, and Salem Counties, NJ; New Castle County, DE; Cecil County, MD.

PHILADELPHIA, PA-NJ PMSA Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; Burlington, Camden, and Gloucester Counties, NJ

PHOENIX, AZ MSA Coextensive with Maricopa County, AZ.

PITTSBURGH-BEAVER VALLEY, PA CMSA Pittsburgh, PA PMSA; Beaver County, PA.

PITTSBURGH, PA PMSA Allegheny, Fayette, Washington, and Westmoreland Counties PA.

ST. LOUIS, MO-IL MSA St. Louis City; Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, and St. Clair Counties, IL.

SAN DIEGO, CA MSA Coextensive with San Diego County, CA.

SAN FRANCISCO-OAKLAND-SAN JOSE, CA CMSA

Oakland, CA PMSA; San Francisco, CA PMSA; Napa, Santa Clara, Santa Cruz, Solano, and Sonoma Counties, CA.

SAN FRANCISCO, CA PMSA Marin, San Francisco, and San Mateo Counties, CA.

SEATTLE-TACOMA, WA CMSA King, Pierce, and Snohomish Counties, WA.

TAMPA-ST. PETERSBURG-CLEARWATER, FL MSA Hernando, Hillsborough, Pasco, and Pinellas Counties, FL.

WASHINGTON, DC-MD-VA MSA District of Columbia; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities; Arlington, Fairfax, Loudoun, Prince William, and Stafford Counties, VA.

Appendix E.

Geographic Regions and Divisions

NORTHEAST

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

MIDWEST

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

SOUTH

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

WEST

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

Appendix F.

Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1987 edition of the Standard Industrial Classification (SIC) manual. Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52). This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as “retail” in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).¹ Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as “home centers” are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).¹ Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

¹Data for this kind of business are not shown separately but are included in the larger group totals.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).¹ Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).¹ Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55, ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).¹ Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).¹ Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational Vehicle Dealers (SIC 556).¹ Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), and other trailers for passenger automobiles, and motor homes, including parts and accessories.

Motorcycle Dealers (SIC 557).¹ Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).¹ Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, go-carts, aircraft, utility trailers, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713). Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714).¹ Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom made draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).¹ Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio, Television, and Electronics Stores (SIC 5731). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Computer and Computer Software Stores (SIC 5734). Establishments primarily engaged in the retail sale of computers, computer peripheral equipment, and software.

Music Stores (SIC 5735 + 5736).¹ Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59 part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).² This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941). Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942). Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

Hobby, Toy, and Game Shops (SIC 5945).³ Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).³ Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).³ Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).³ Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5995).² Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999).² Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Department Stores (SIC 531). Establishments normally employing 50 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.), and
Department stores (excl. leased depts.).

Department stores (incl. leased depts.) are also sub-categorized as shown below:

Conventional Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are not affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands.
2. Appliances which are serviced by another company.
3. Limited lines of merchandise through seasonal or special catalogs.

Discount or Mass Merchandising Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices.
2. Provide centralized check-out service.
3. Do not provide customer assistance within store departments. Merchandise is normally sold through self-service with minimal assistance provided in any department.
4. Do not have a catalog order desk.

³Data for this kind of business are not shown separately but are included in the larger group: miscellaneous shopping goods stores (594).

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded.
2. Hard goods which are primarily nationally advertised brands.
3. Appliances which are serviced by another company.

National Chain Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded.
2. Appliances which are serviced by their own company.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 50 employees, and stores usually known as catalog showrooms, country general stores, or warehouse clubs are included here. Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, convenience stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542). Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).¹ Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).¹ Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).¹ Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

Other Miscellaneous Food Stores (SIC 549).¹ Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work

and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants and establishments known as truck stops which are primarily engaged in selling diesel fuel to truckers are also included. Convenience food stores deriving more than 50 percent of their sales from the sale of gasoline are classified as gasoline service stations.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).¹ Establishments primarily selling a specialized line of women's and girls' apparel, such as furs, sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564).¹ Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Miscellaneous Apparel and Accessory Stores (SIC 569).¹ Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

*Restaurants and Lunchrooms.*⁴ Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

*Cafeterias.*⁴ Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

*Contract Feeding.*⁴ Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).⁵ Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., on the premises or elsewhere. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

*Refreshment Places.*⁶ Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for take-home consumption.

⁴Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

⁵Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

⁶Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812 pt.).

*Ice Cream and Frozen Custard Stands.*⁶ Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. Take-home packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter. These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Miscellaneous Shopping Goods Stores (SIC 594).

Establishments engaged in the retail sale of one or more lines of merchandise similar to that found in department stores.

Stationery Stores (SIC 5943).³ Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).³ Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 50 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part). Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).⁷ Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).⁷ Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel Oil Dealers (SIC 5983).⁸ Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).⁸ Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Fuel Dealers, Not Elsewhere Classified (SIC 5989)⁸ Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines.

Florists (SIC 5992).⁸ Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).⁸ Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).⁸ Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

⁷Data for this kind of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

⁸Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

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OTHER PLACES FOR RETAIL TRADE DATA

Record Messages

If you have a touch tone phone, you can obtain monthly sales estimates at the United States level by calling 301-457-1089. Estimates are available for:

- Advance estimates of sales for the most recently completed month.
- Preliminary estimates for the month prior to the advance month.
- Final estimates for the month before the preliminary month.

The estimates are usually released at 8:30 a.m. on the 9th working day after the end of the data month. If the 9th working day is a Monday, the estimates are released on the 10th working day.



Fastfax

You can obtain data contained in the tables 1, 8, and 9 by using the Census Bureau's FASTFAX system. To order, call 1-900-555-2FAX from anywhere in the North American dialing area. Follow the recorded instructions and the item

will be sent to the fax number you designate. Order document #1027 to receive the tables above.



Internet

If you have access to INTERNET, you can obtain data contained in tables 1, 8, and 9. To get the Census home page:

- Using the Gopher, from the Internet prompt, type:
gopher gopher.census.gov
- Using FTP, from the Internet prompt, type:
ftp.census.gov
- Using the World Wide Web, type:
http://www.census.gov

From the Census home page click on Economy, Retail-Wholesale, Monthly Retail Trade Survey, then View.

The specific location of the files is:

ftp://ftp.census.gov/pub/svsd/retlmon/download

File names for current year data are RT [yyymm].txt. File names for historical data are Sales [yy].txt



Address questions to Monthly Retail Trade Branch 301-457-2706